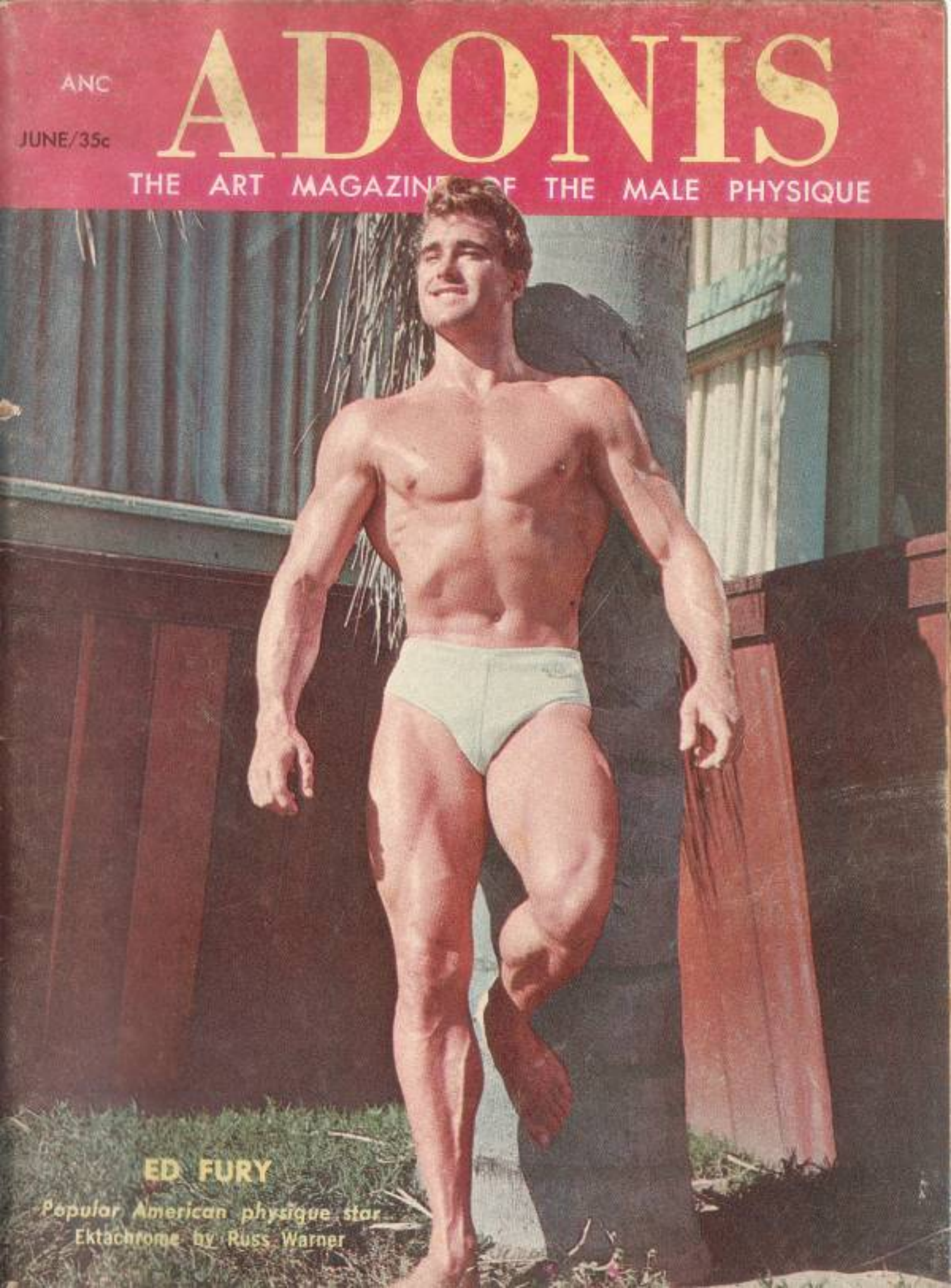
ANC

JUNE/35c

ADONIS

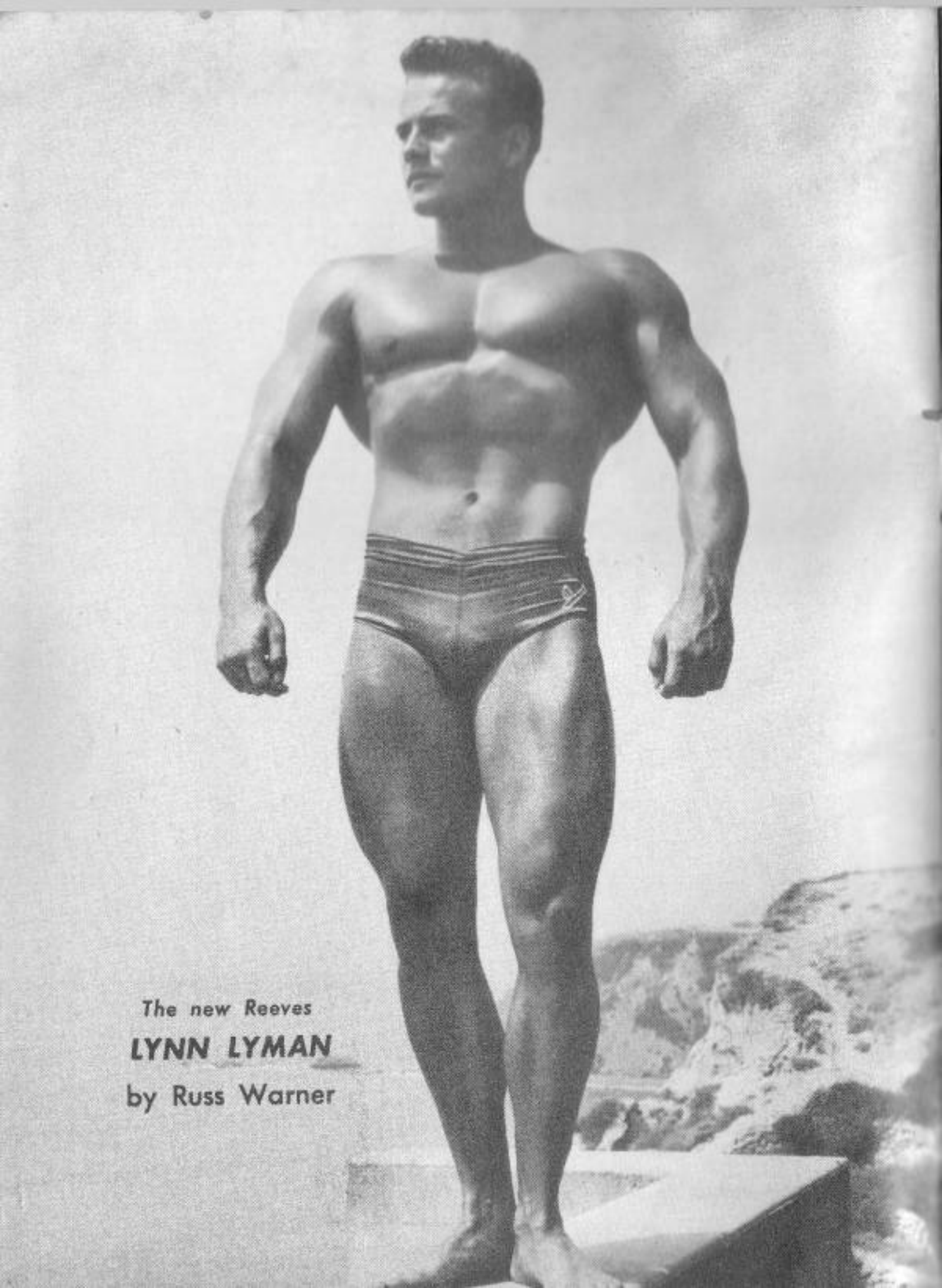
THE ART MAGAZINE OF THE MALE PHYSIQUE



ED FURY

Popular American physique star

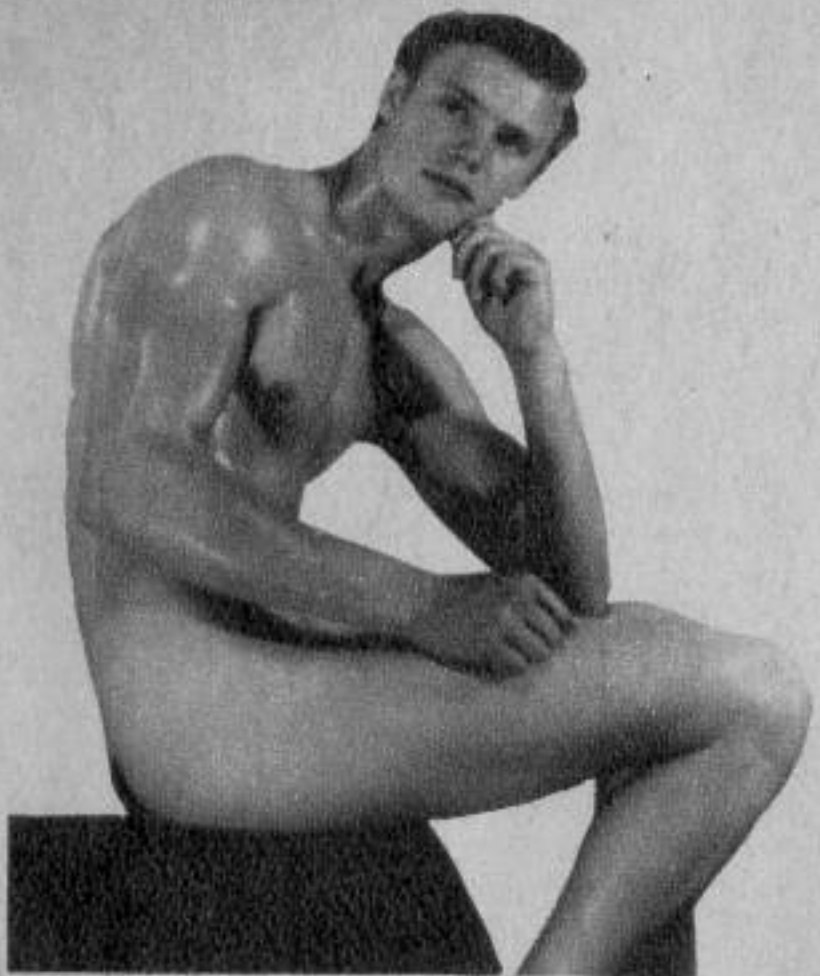
Ektachrome by Russ Warner



The new Reeves

LYNN LYMAN

by Russ Warner



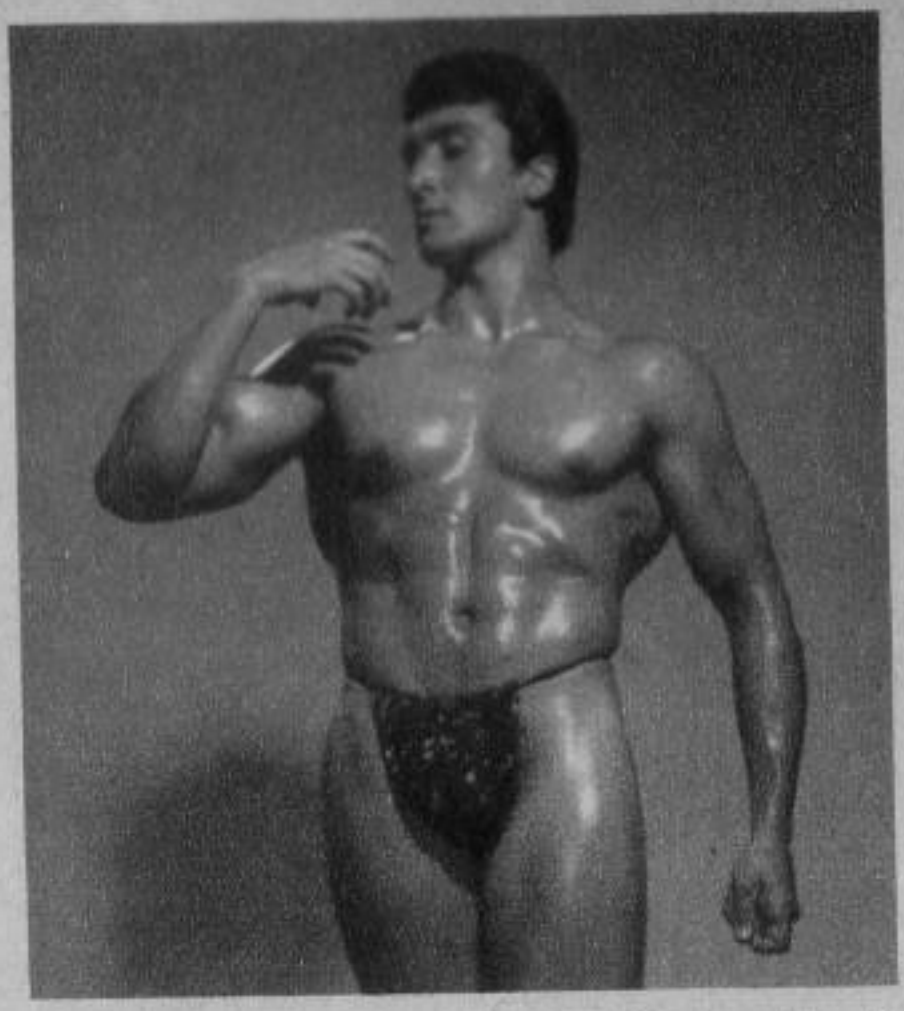
EDITORIAL

The Light Touch

THIS is the age of the light touch, the happy heart, the blithe spirit, the casual air. The motif of today's living falls upon those values which are simple and uncomplicated.

It is this trend toward the simple, the functional and the casual that is reflected in the art of bodybuilding. Gone are the behemoths of yesterday . . . (*Continued on page* 58)

JUNE 1957. VOL. 2, NO. 7. Published monthly by Adonis Publications, 801 Palisade Ave., Union City, N. J. Printed in the U.S.A.



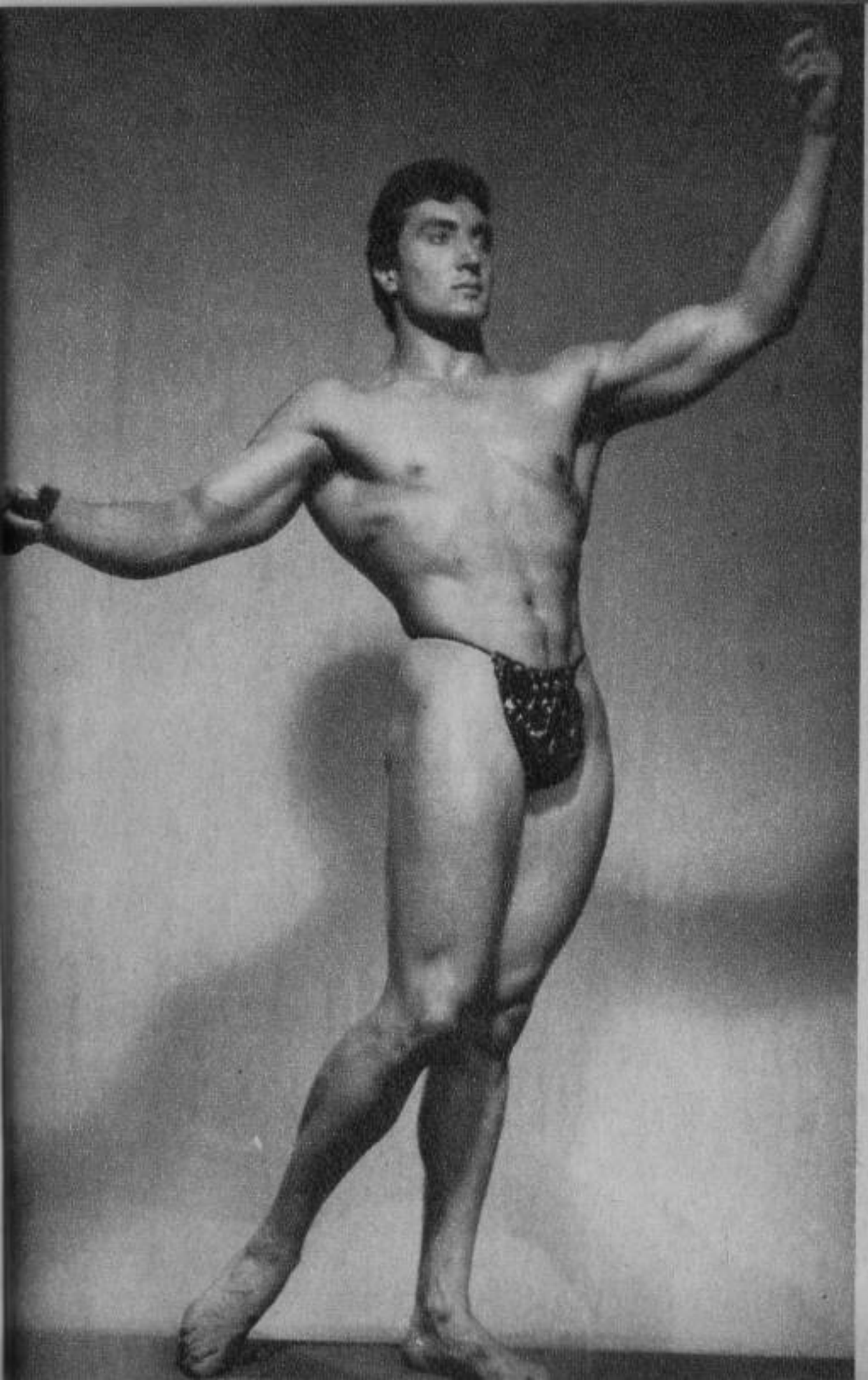
YVES LARVOR by Arax (Paris)

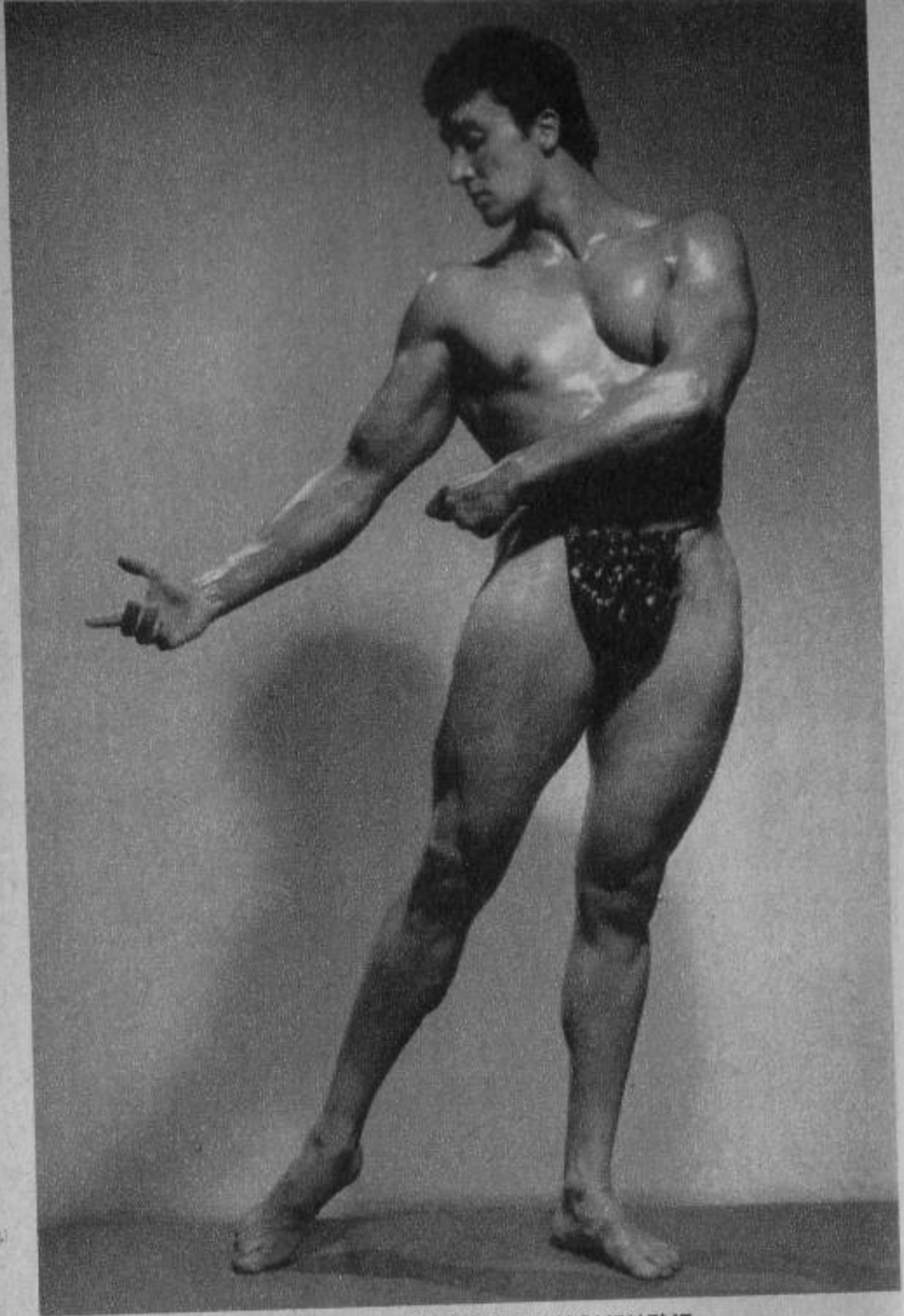
DIVERTISSEMENT GRECQUE

A YEAR ago we published a brief resume of the accomplishments of some fine athletes widely known in their native France but unheard of here in the United States. We called the article *A la Francaise* and featured a striking young bodybuilder named Yves Larvor.

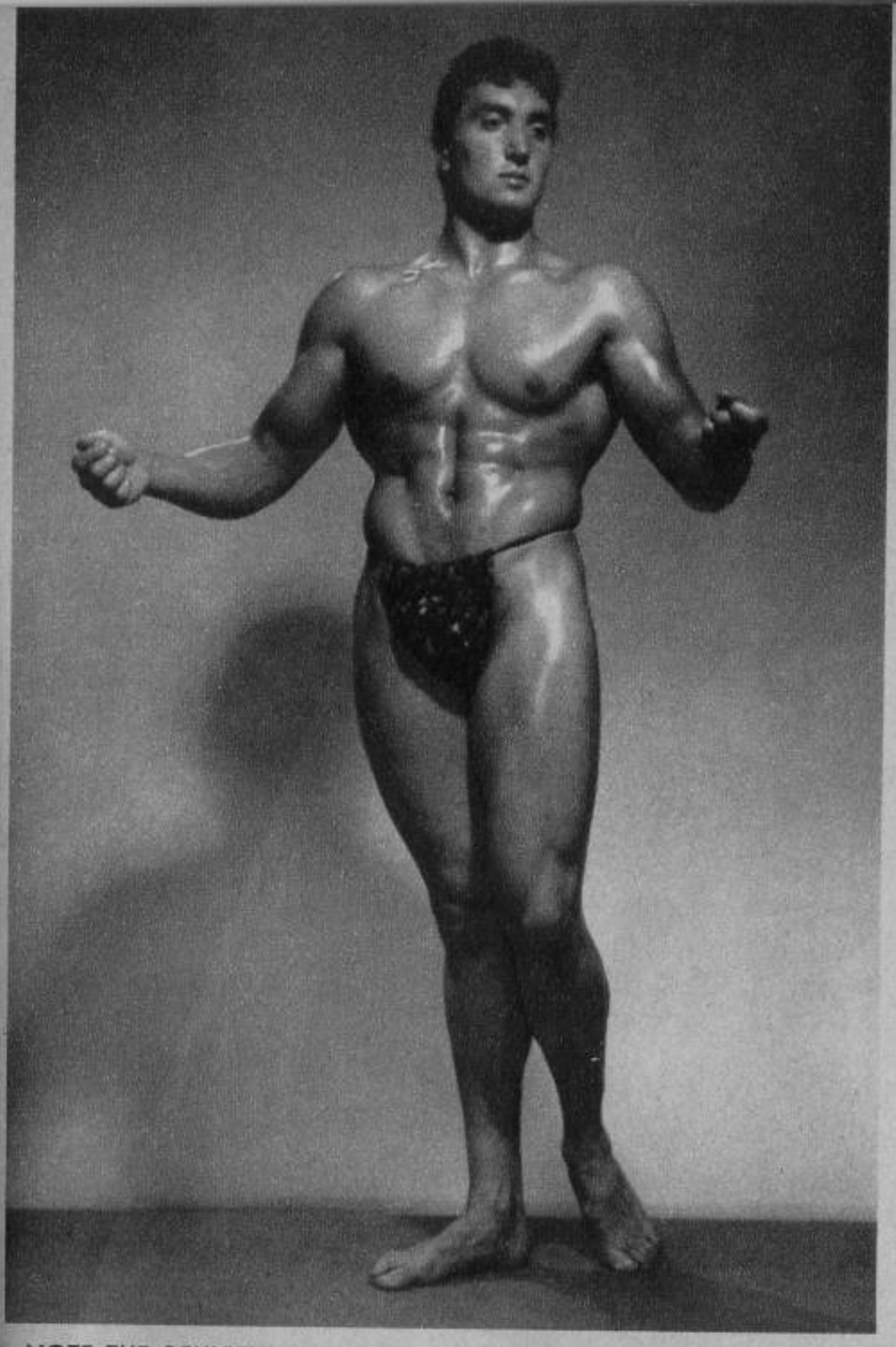
In the intervening time we had often wondered how he was faring for we heard (*Continued on page* 48)

A BODY WELL-PLACED AND GRACEFULLY DISPLAYED

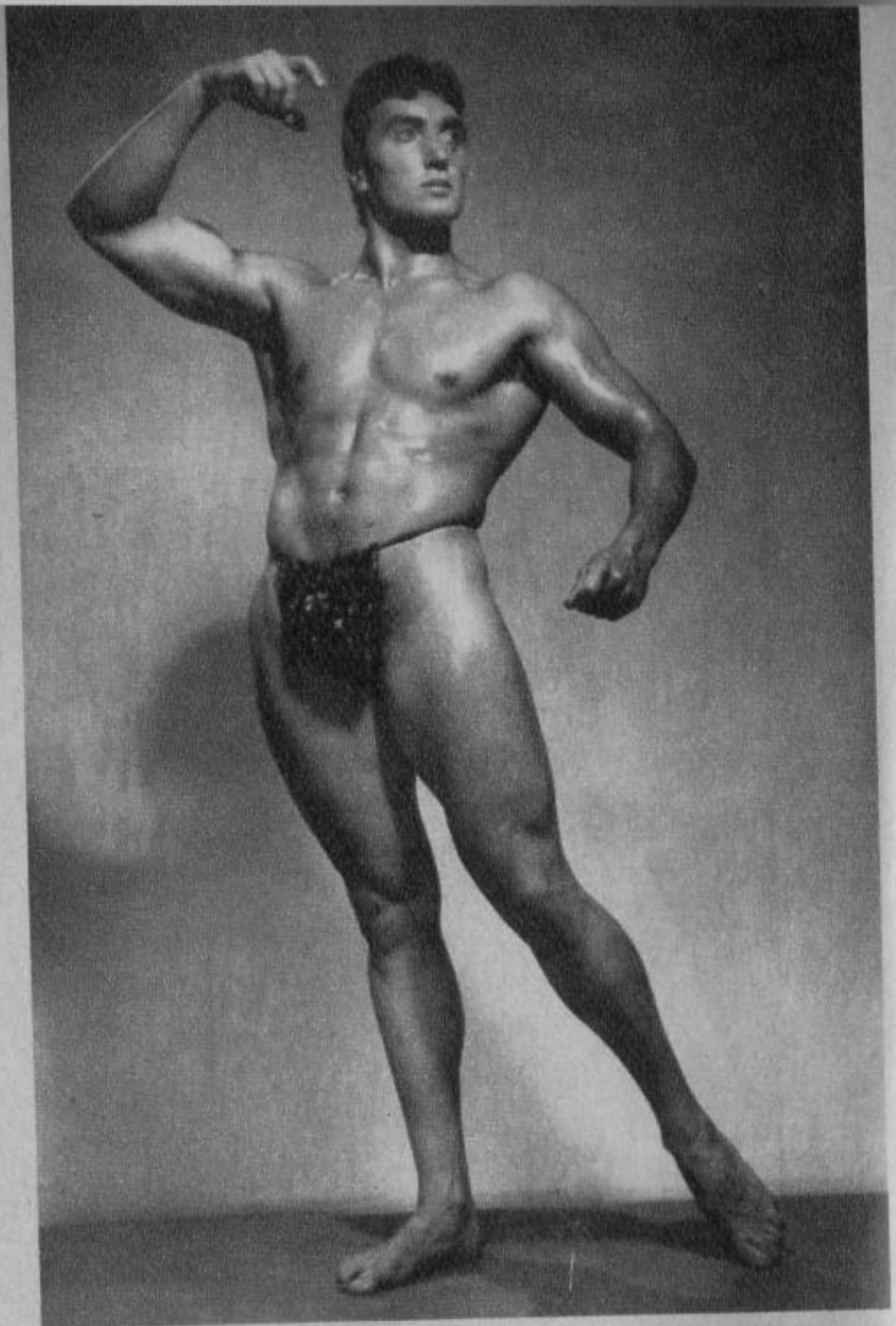




A STUDY IN FLUIDITY OF MOVEMENT



NOTE THE SCULPTURED OBLIQUE MUSCLES



PHYSIQUE PERFECTION WITHOUT OSTENTATION

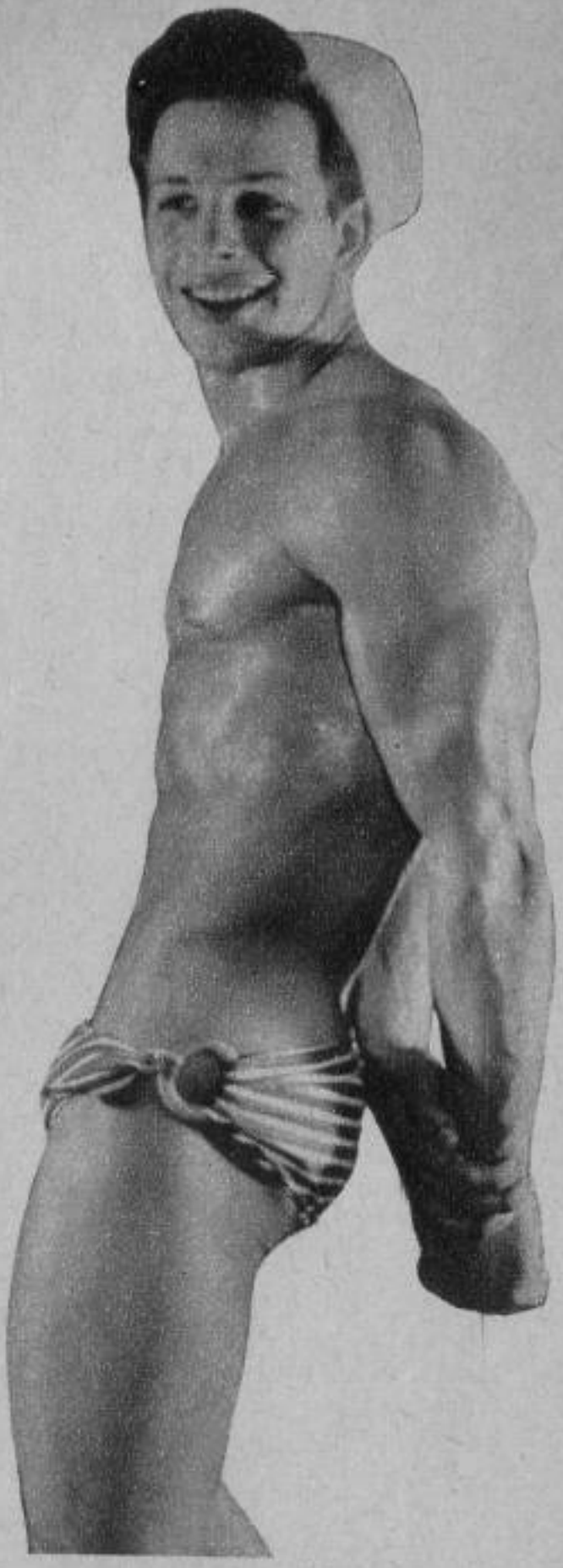
Keystone Kids

WITH this issue of ADONIS we salute one of our favorite photographers. He's Frank Collier of 324 Beachgrove Drive, Erie, Pennsylvania.

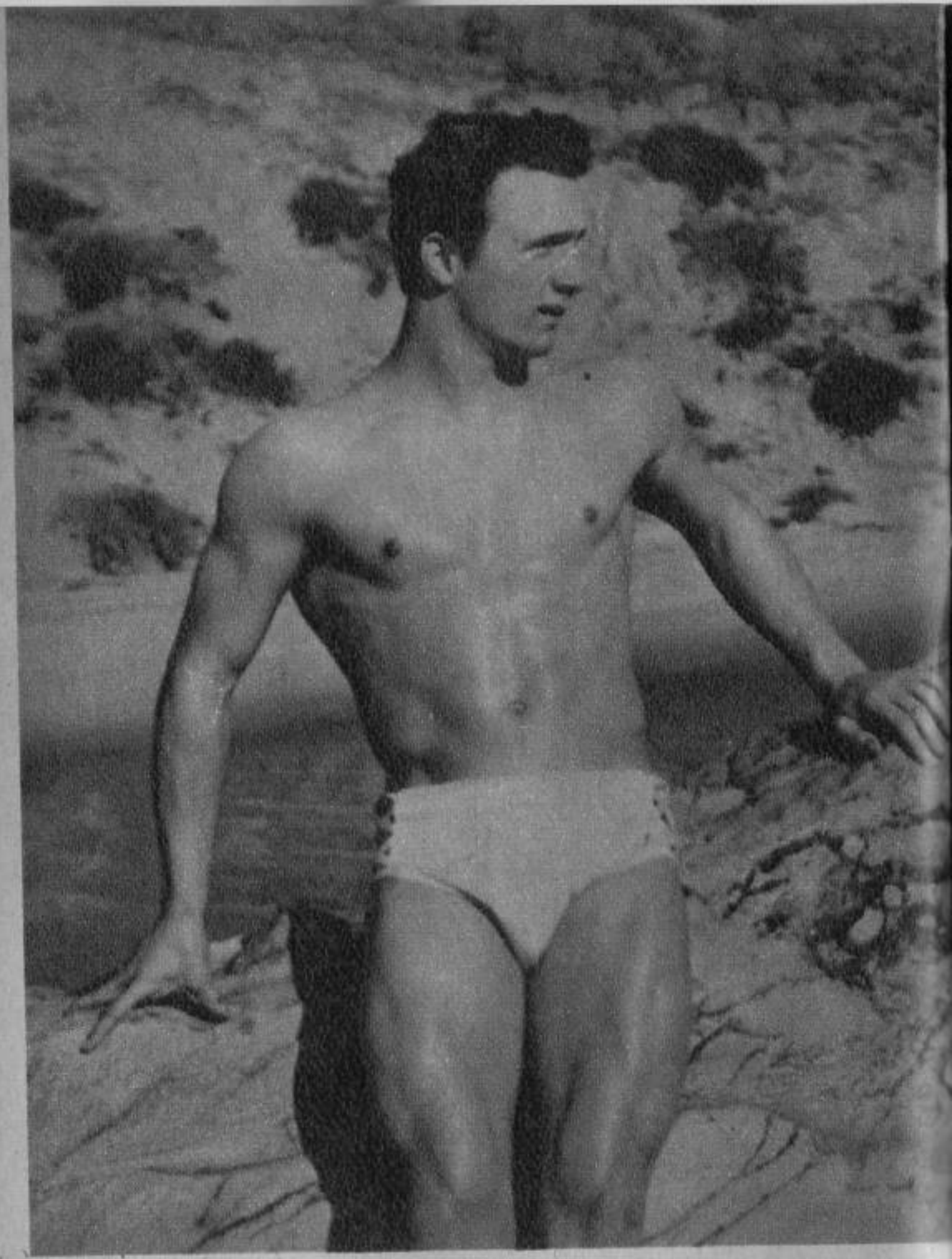
Frank's greatest joy is in photographing the youth of the Keystone state, and from his camera comes a seemingly never-ending flow of splendidly-built boys, most of them in their middle teens.

Some time ago we had the pleasure of showing you his shots of Alex Pilin, the Pittsburgh

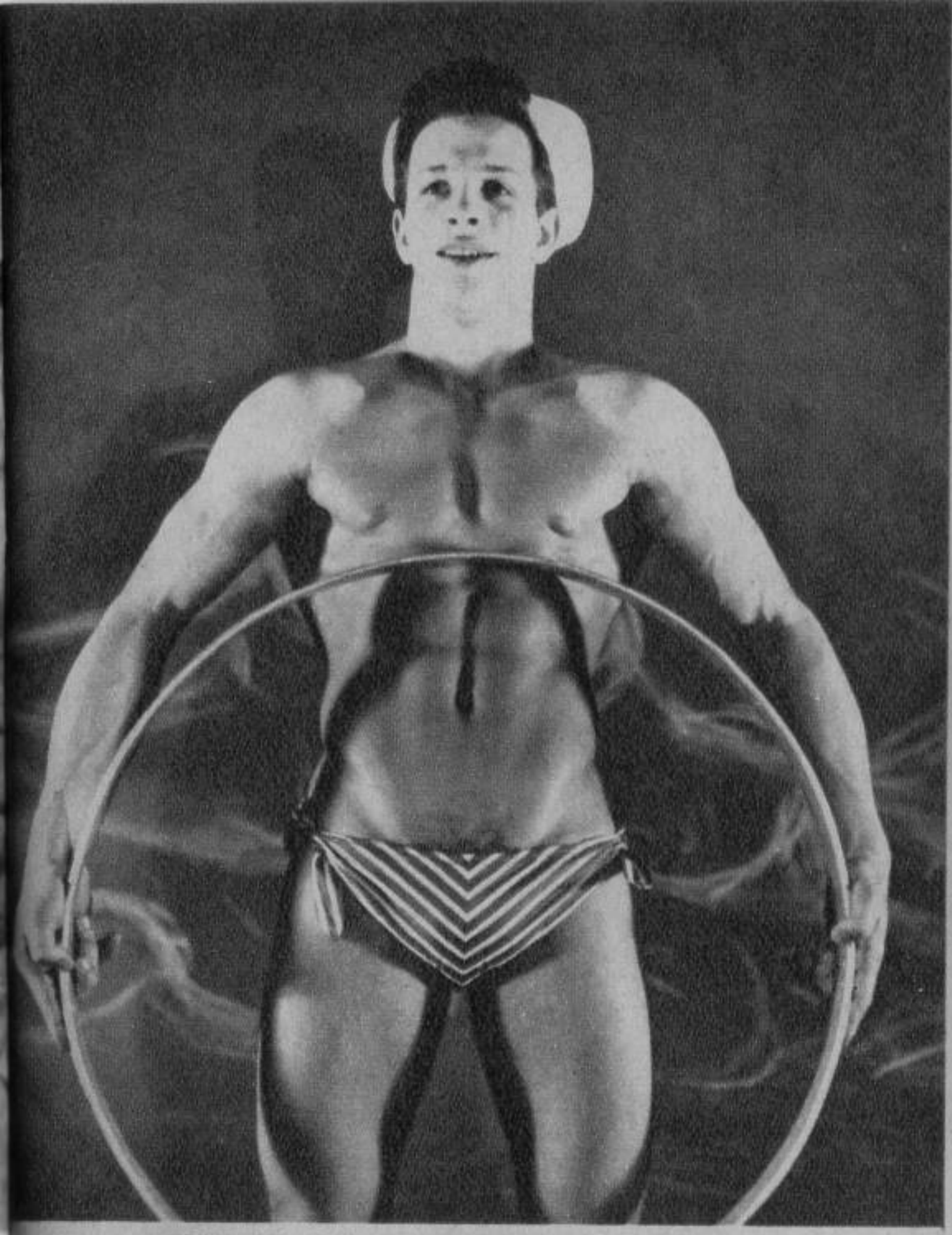
(*Continued on page* 57)



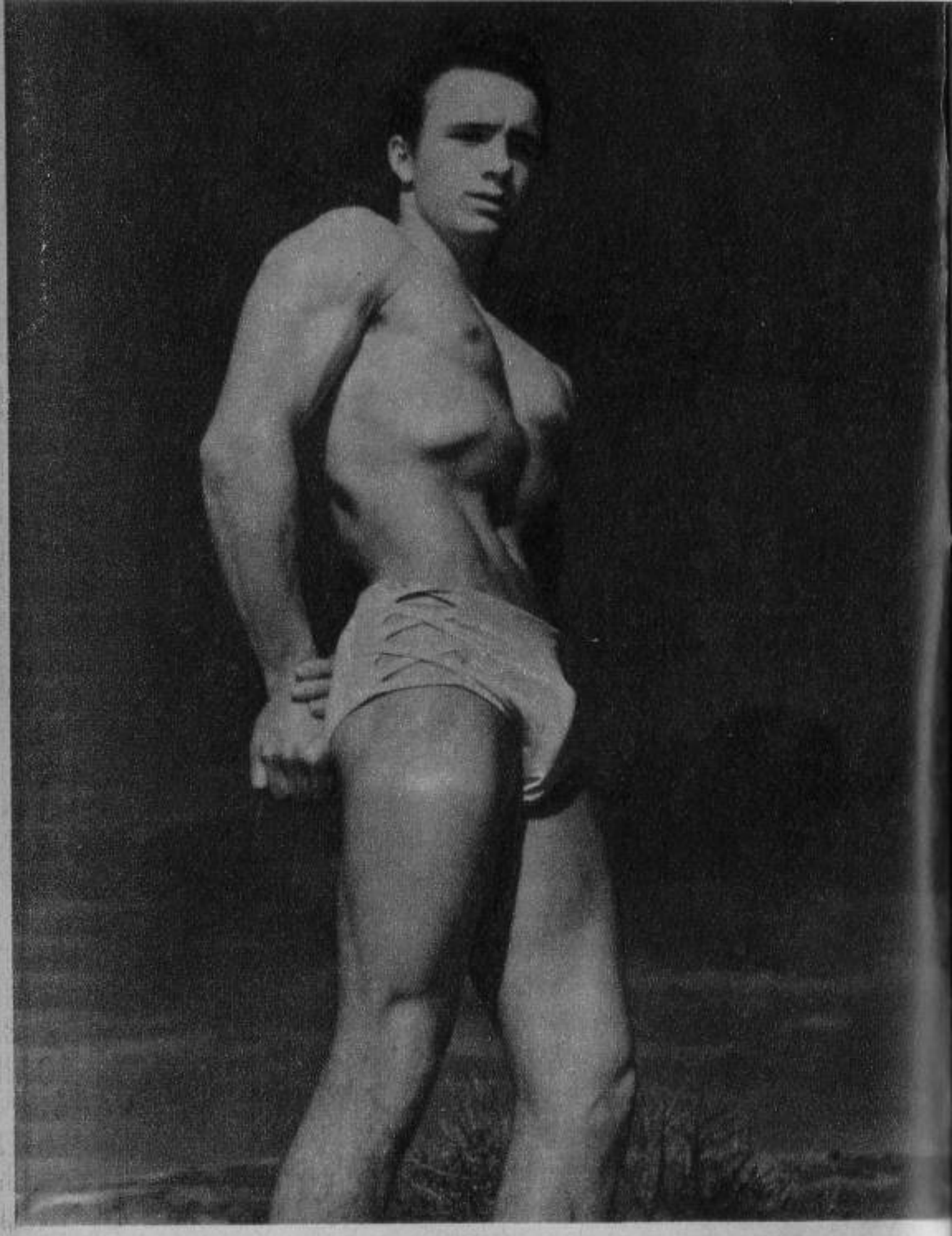
BOB HILLE
by Frank Collier



JERI ROSS by Frank Collier



ANGLES AND CURVES GEOMETRICALLY DISPLAYED

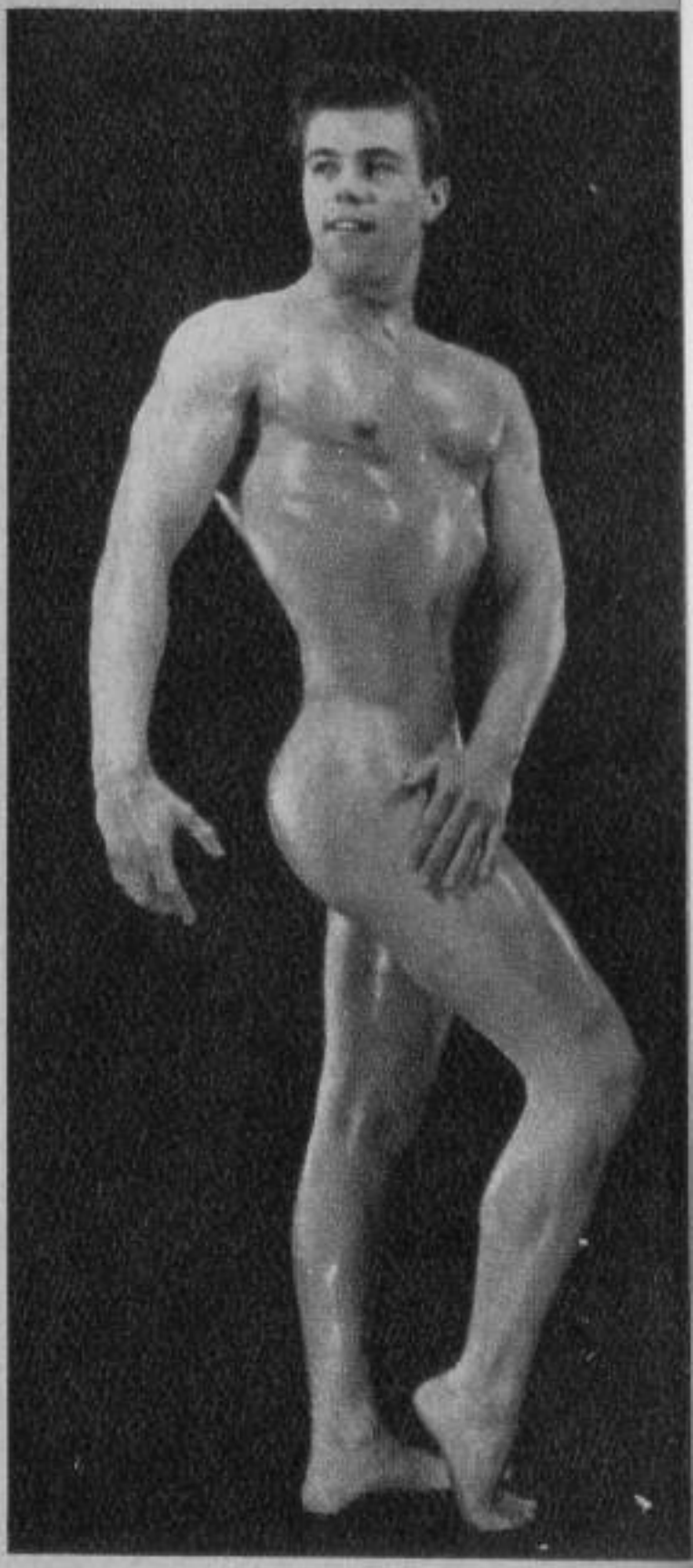


JERI AGAINST THE STARK SIMPLICITY OF NATURE

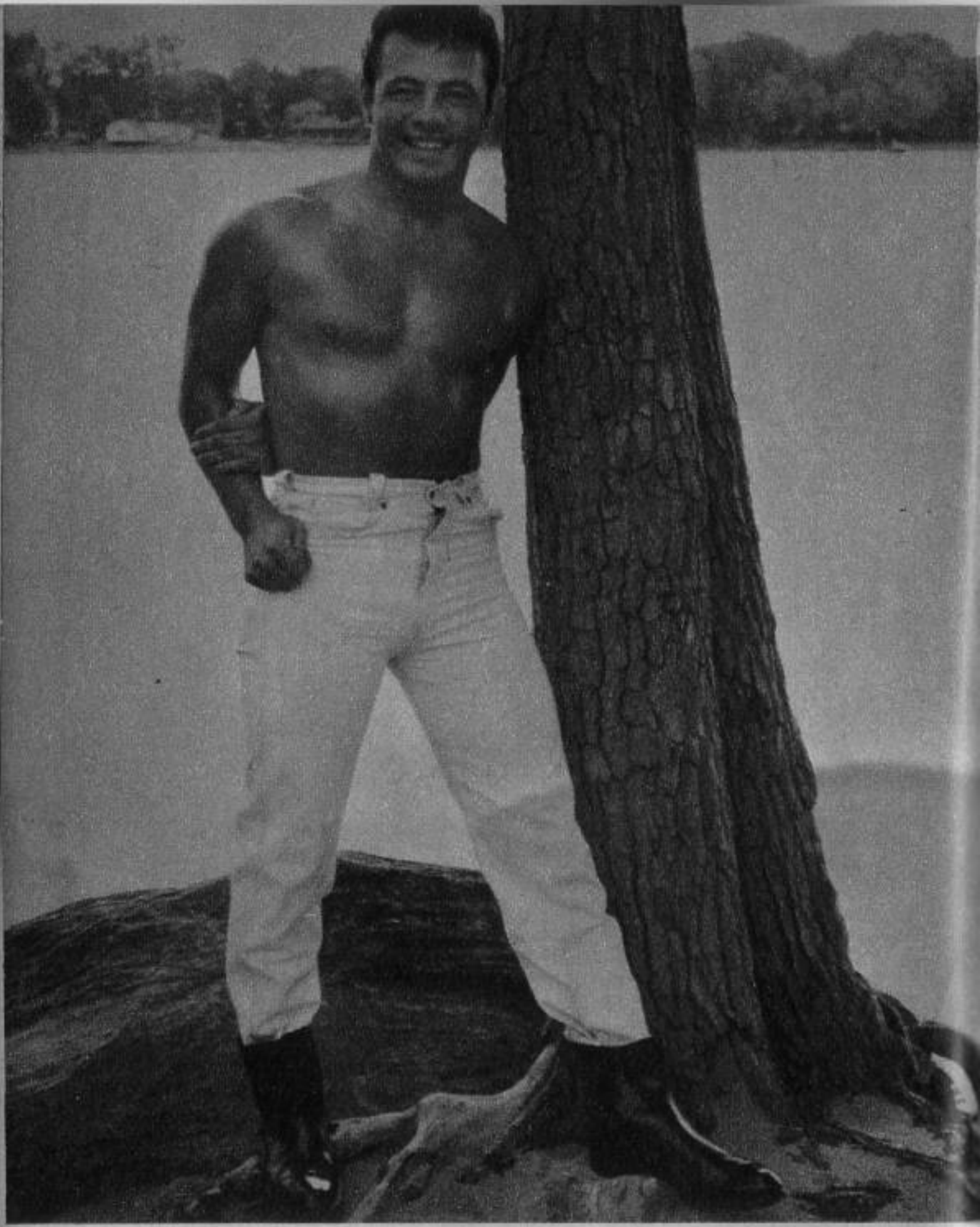
THE STARDUST TRAIL

OUR gallery of magnificent manhood is somewhat international in scope this month, our bodybuilders hailing from such divergent places as London, Montreal, New York, Chicago, and Southern California. From Domenique of London comes a fine study of 17 year-old Dennis White — from Montreal a new photographer, John Ryan of 3534 Shuter Street sends us the fine body and sunny smile of young Jean-Marc Sawyer.

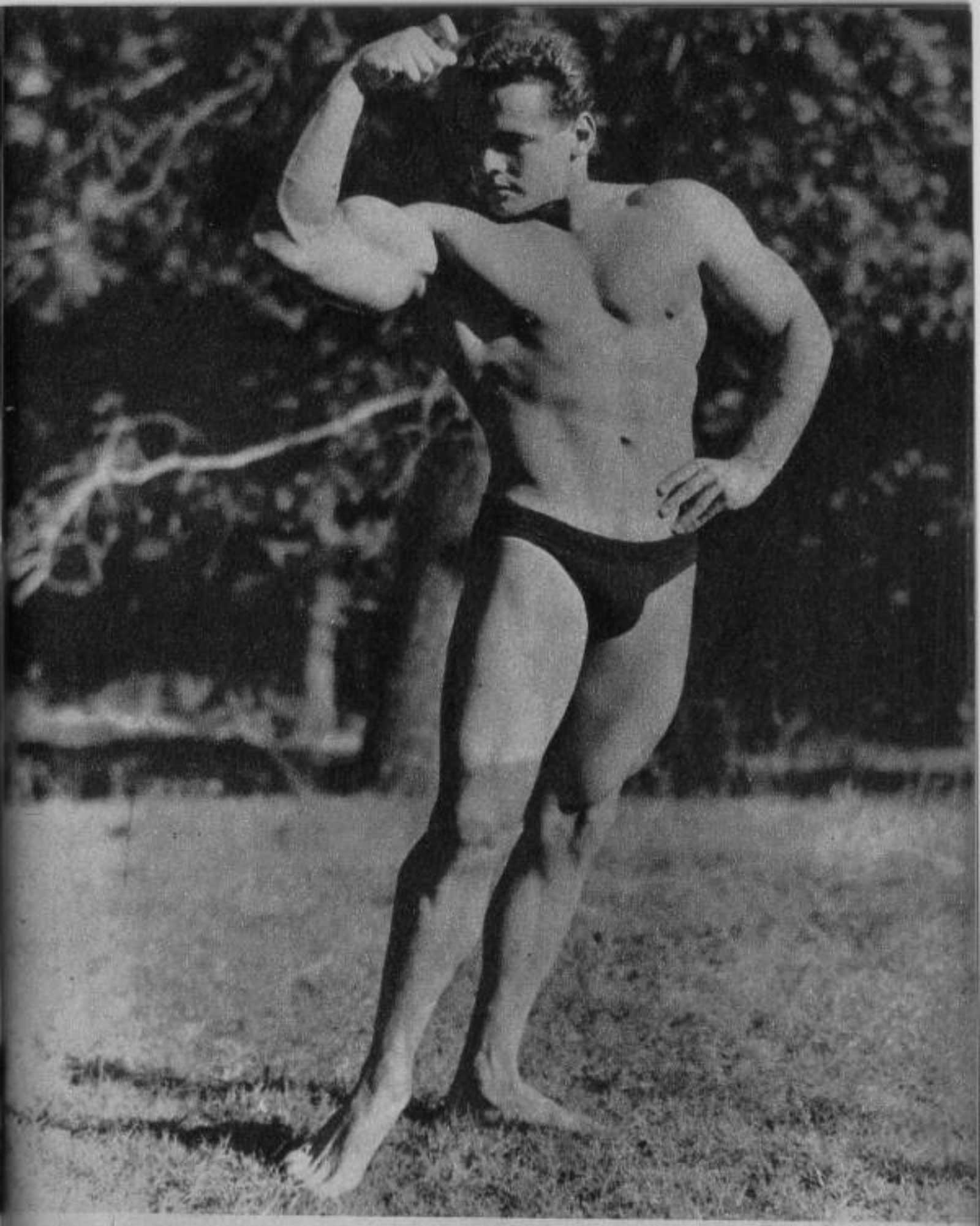
(*Continued on page* 50)



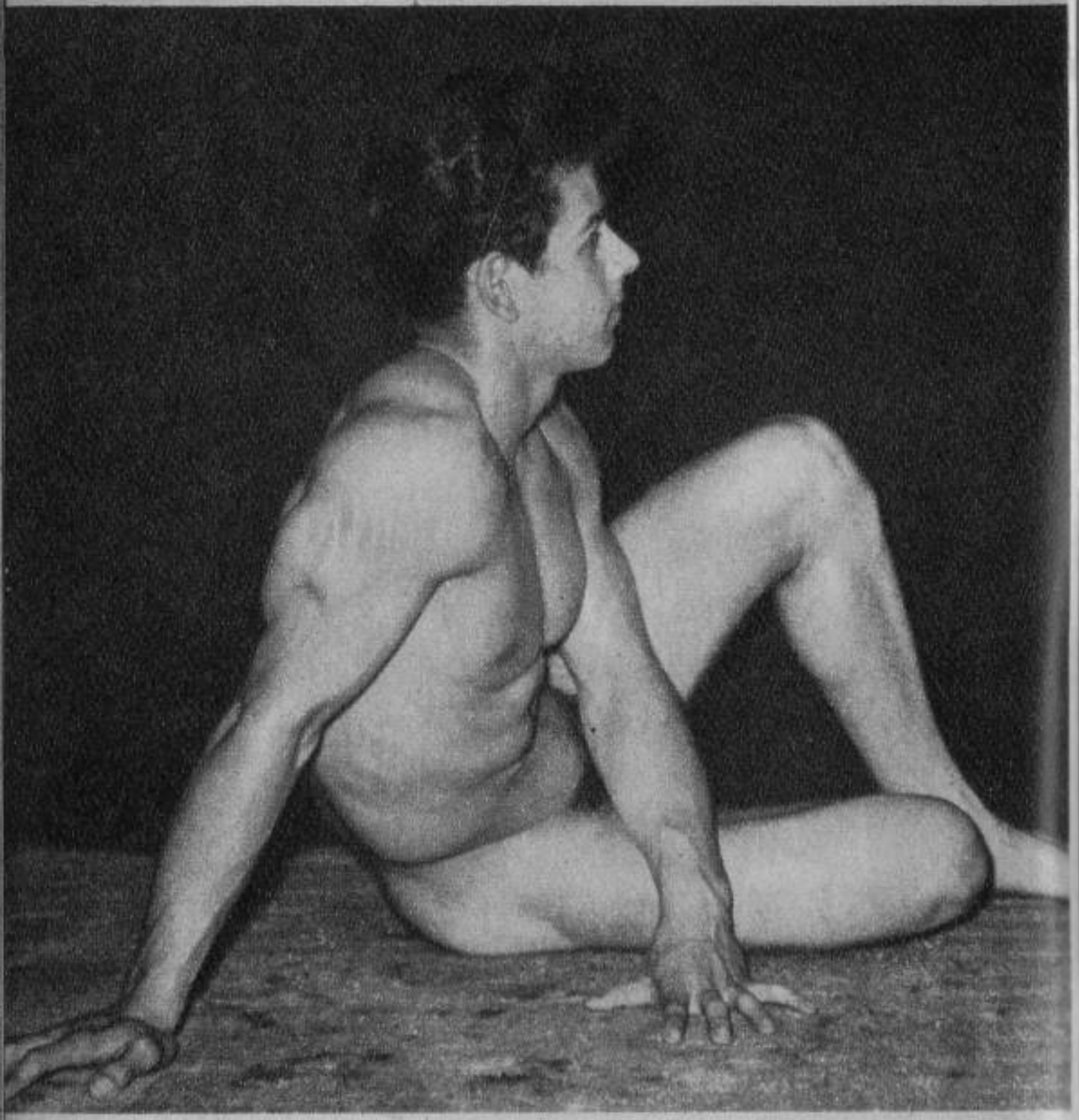
DENNIS WHITE
by Domenique of London



JEAN-MARC SAWYER by John Ryan (Montreal)

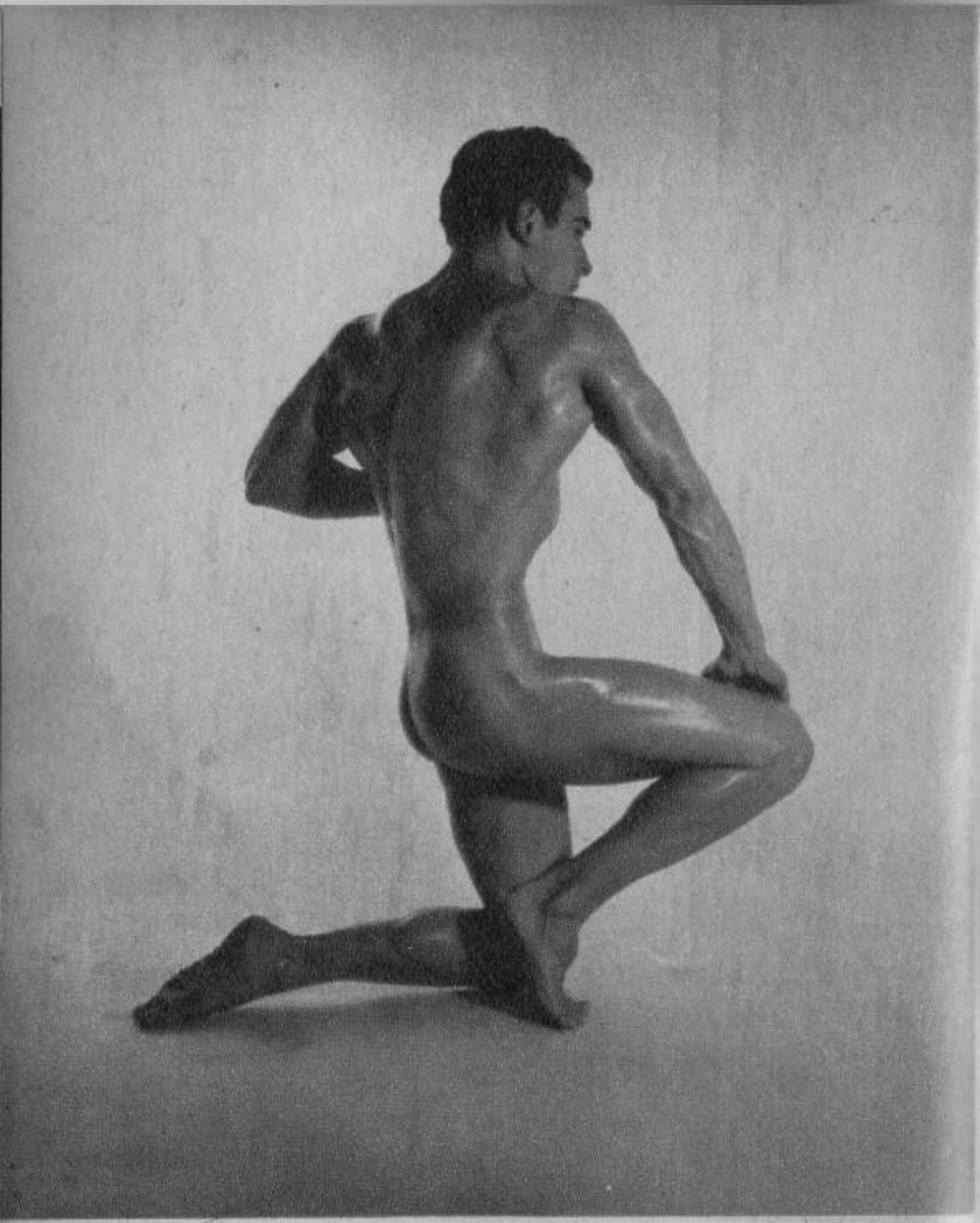


TIM SWEENEY by Cliff Oettinger (Chicago)

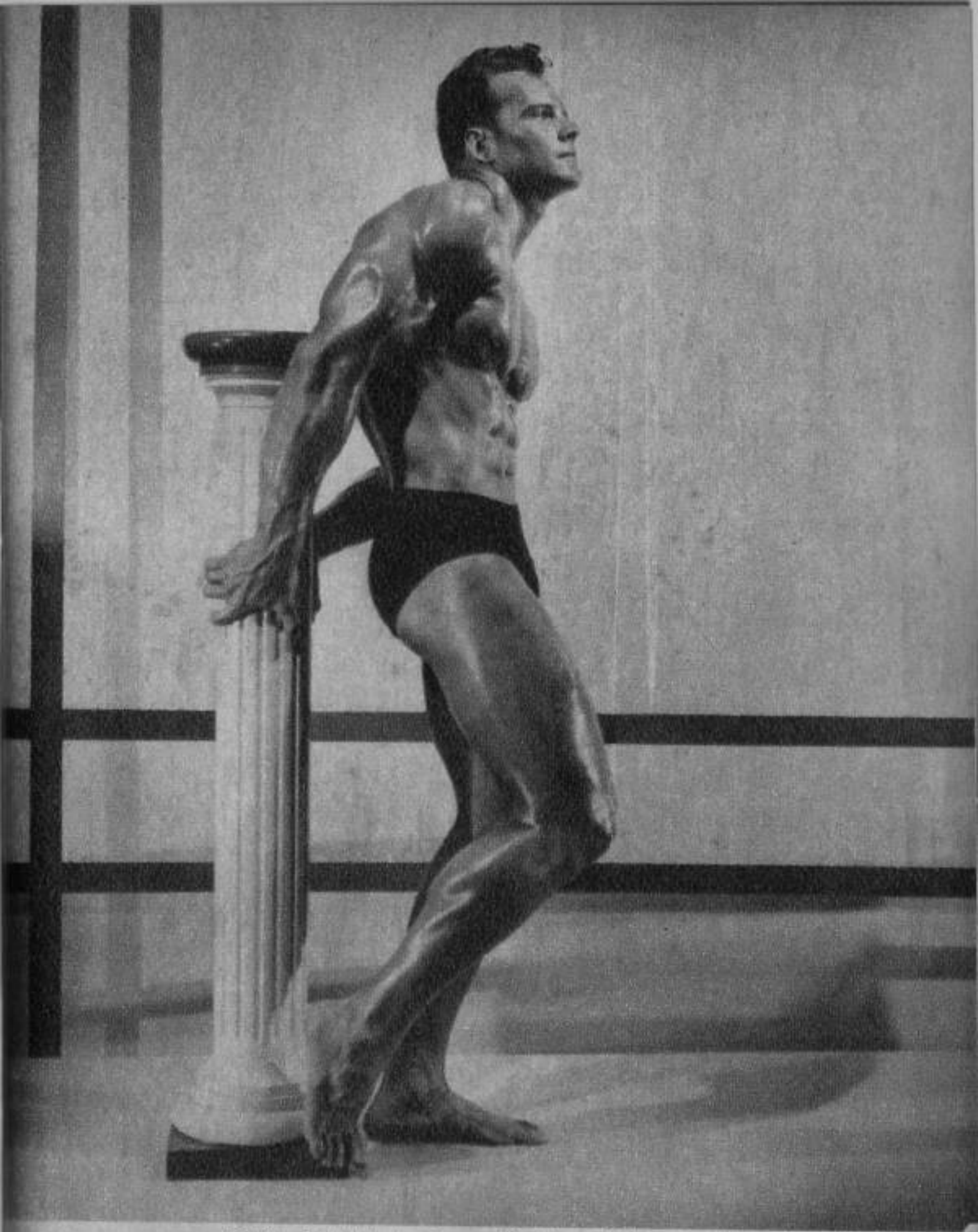


BENNIE SANTIAGO by Charles Rider (New York)

JOHN SWEENEY by Vulcan (New York)



TONY KNIGHT by Vulcan



LYNN LYMAN by Bruce (Los Angeles)

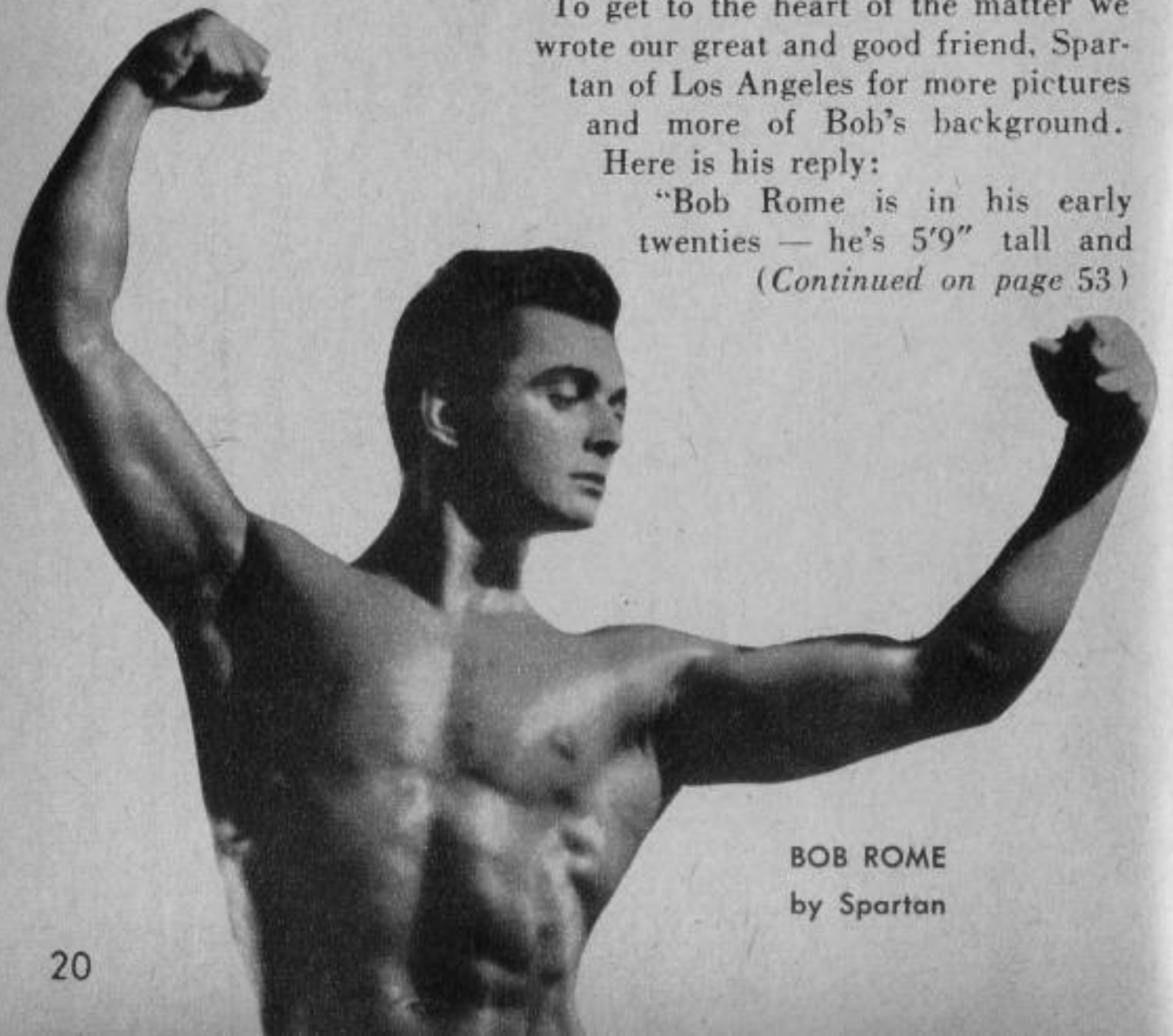
Rome is "Built" . . .

IN an earlier issue of ADONIS we published a photograph of one Bob Rome, and so appealing is his very classic physique that many of you have written to us asking for more information about him.

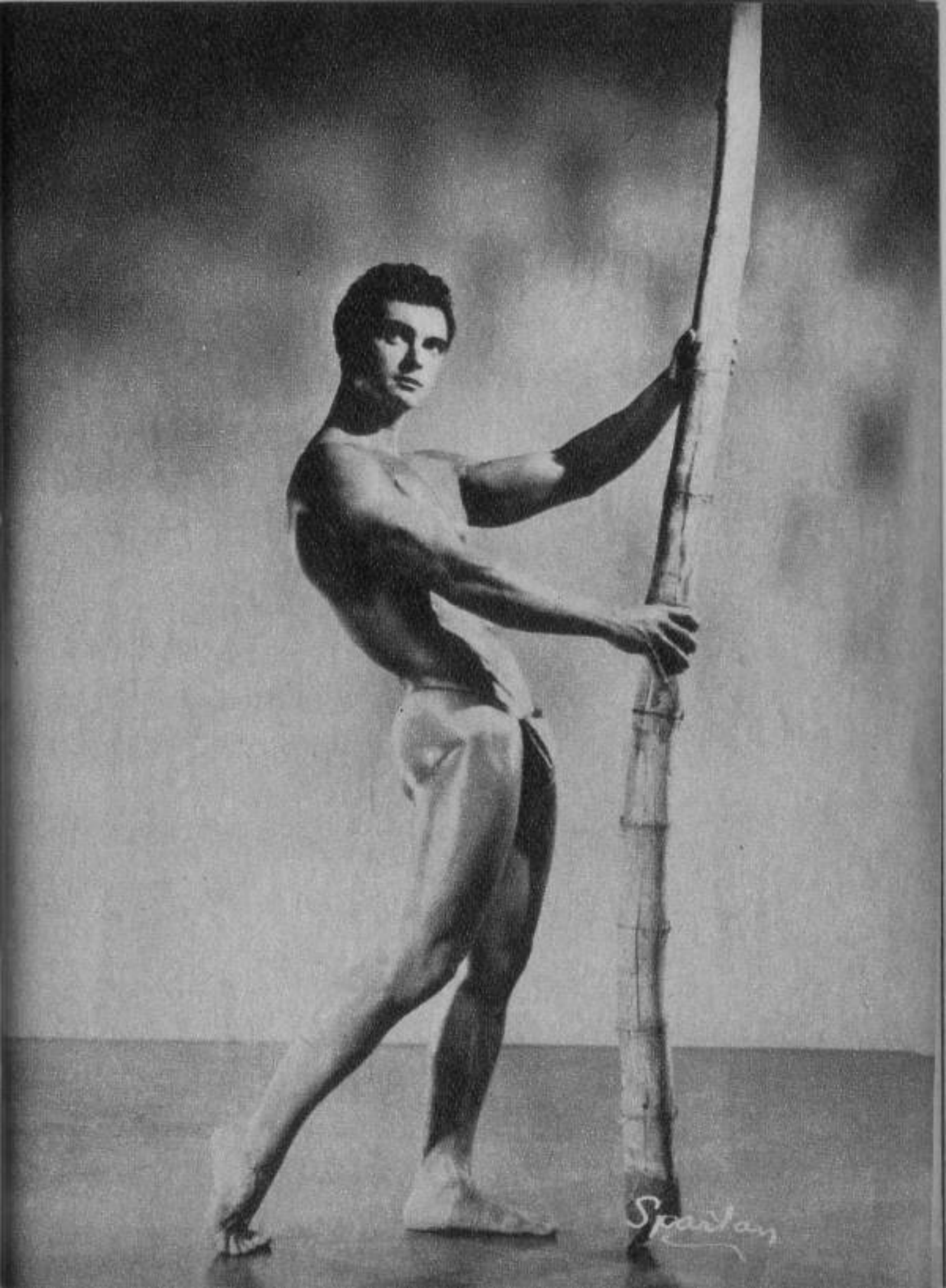
To get to the heart of the matter we wrote our great and good friend, Spartan of Los Angeles for more pictures and more of Bob's background. Here is his reply:

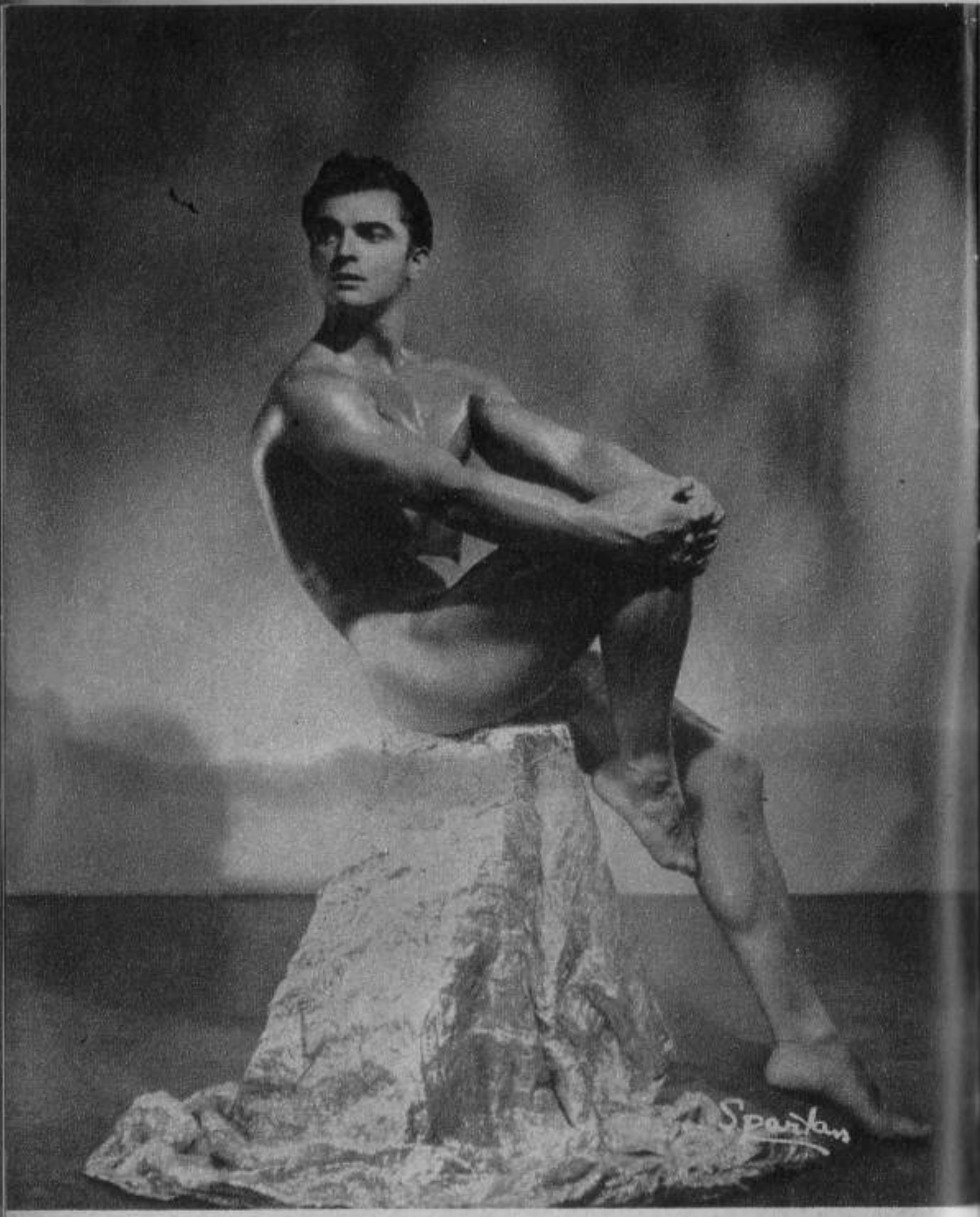
"Bob Rome is in his early twenties — he's 5'9" tall and

(*Continued on page* 53)

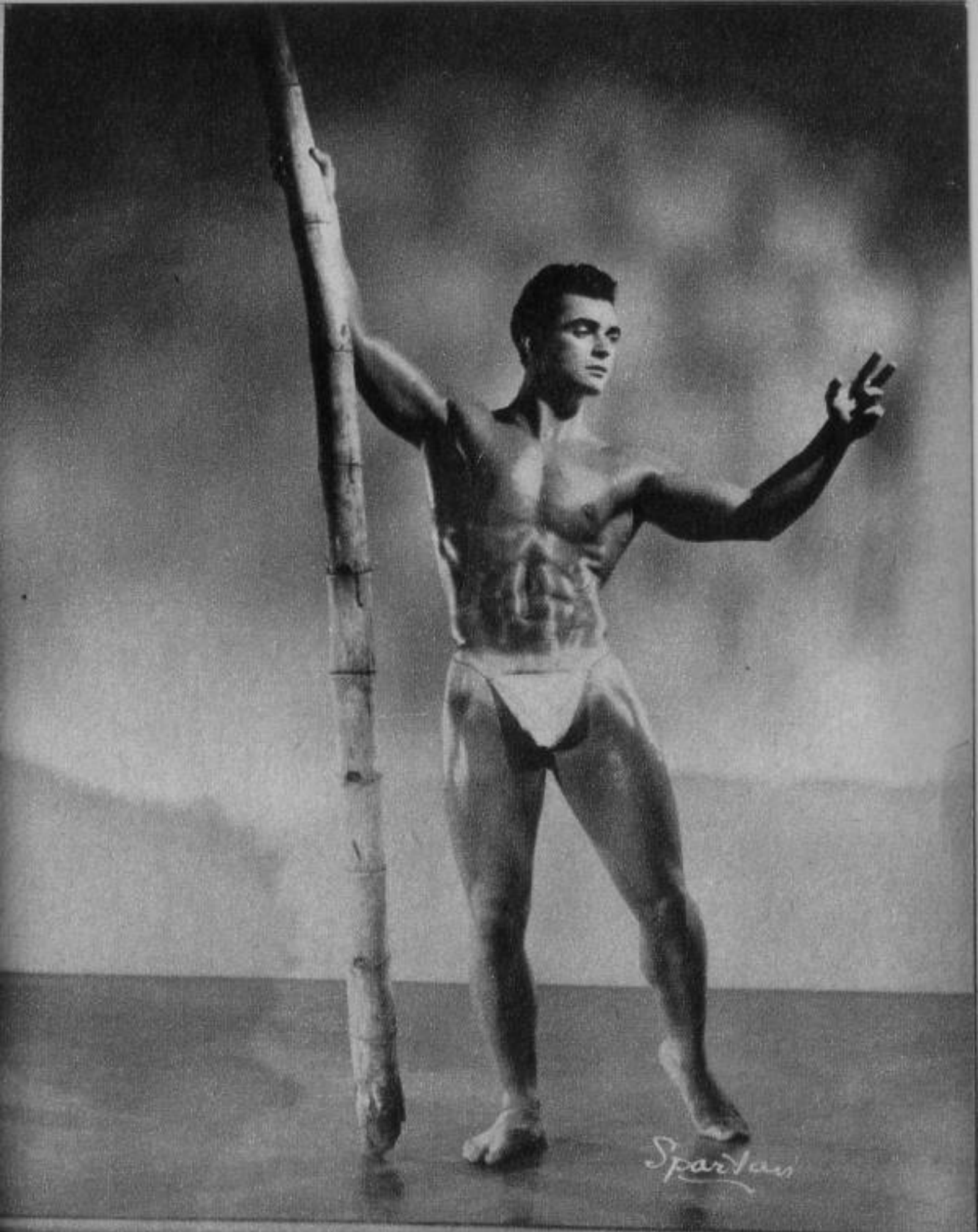


BOB ROME
by Spartan

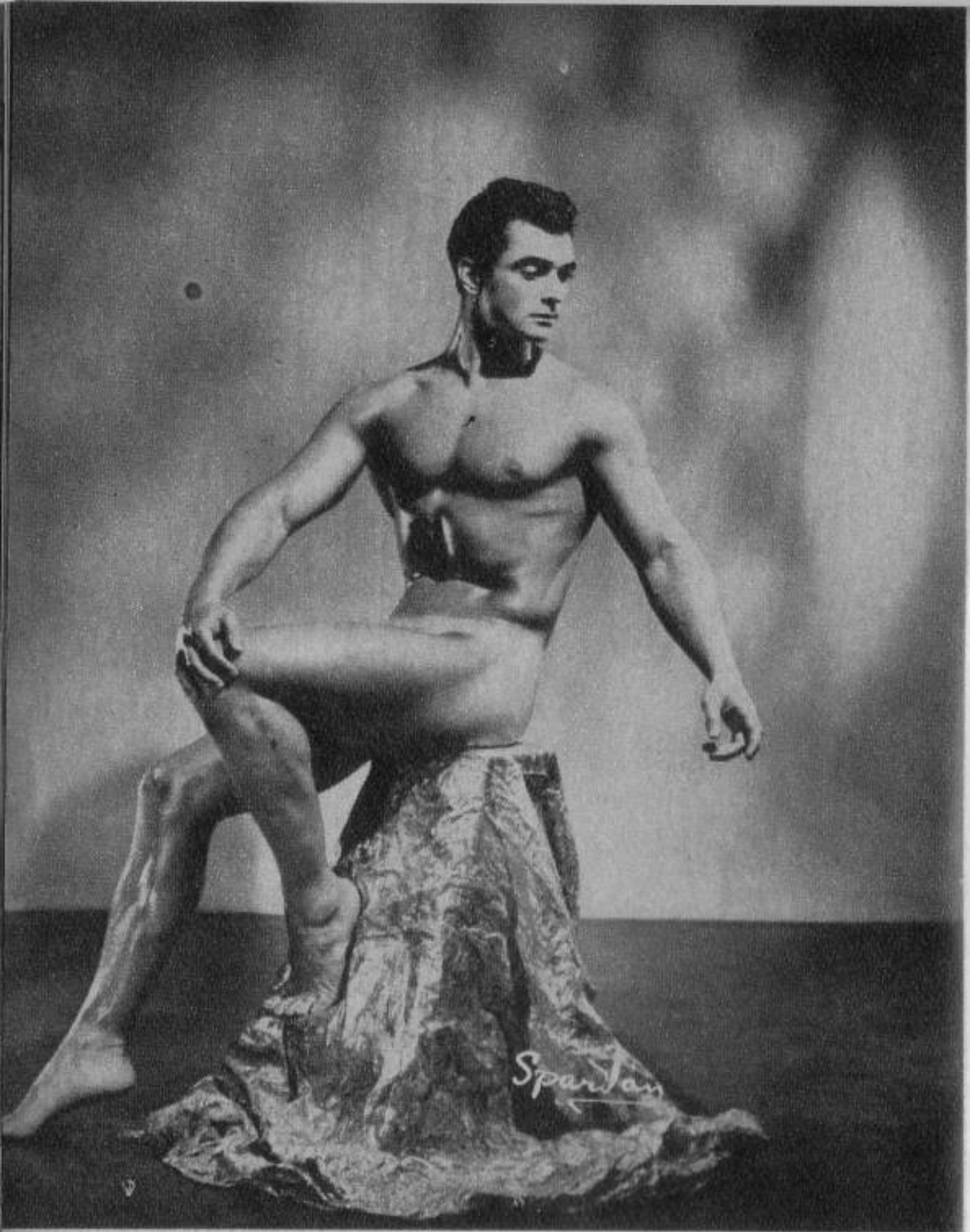

Spartan



ATHLETE AT EASE



NOTE BOB'S UNUSUALLY LONG BICEPS

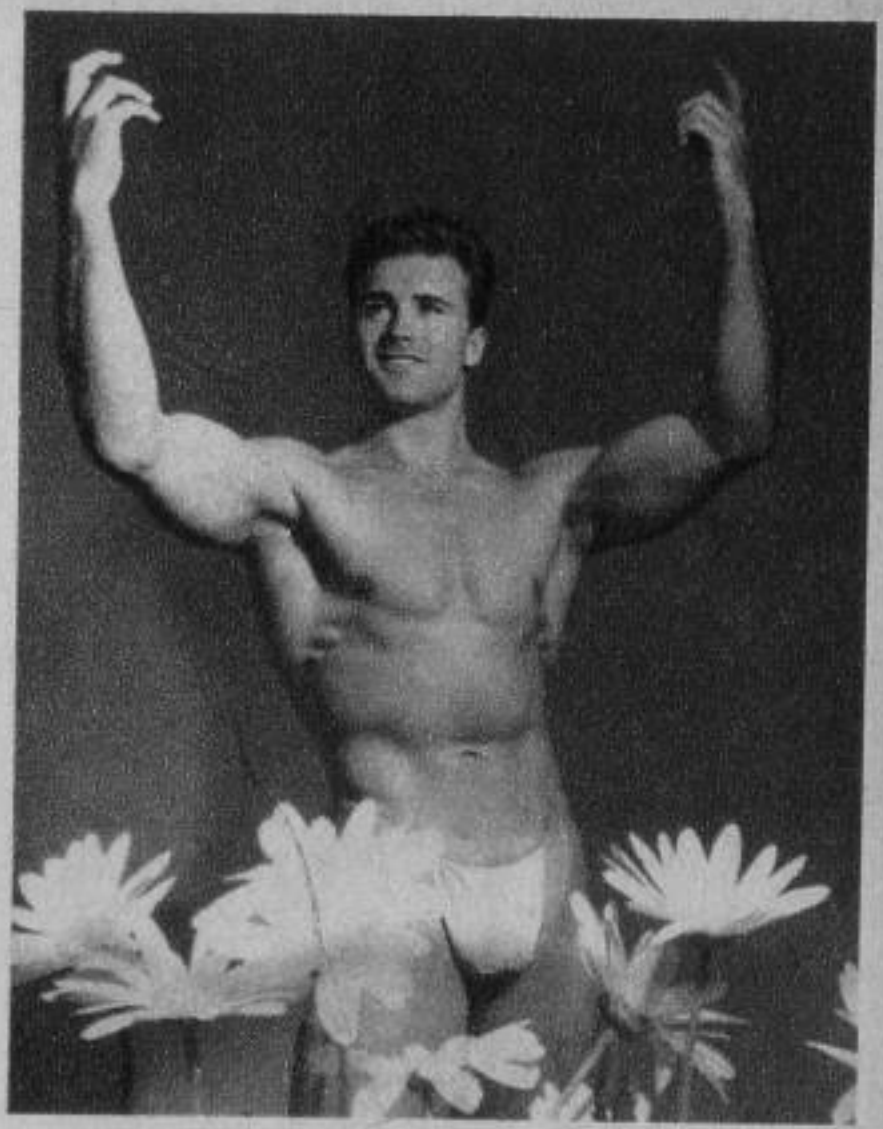


A STUDY IN THE MAJESTY OF SIMPLICITY

ED FURY SAYS

"Daisies Won't Tell!"

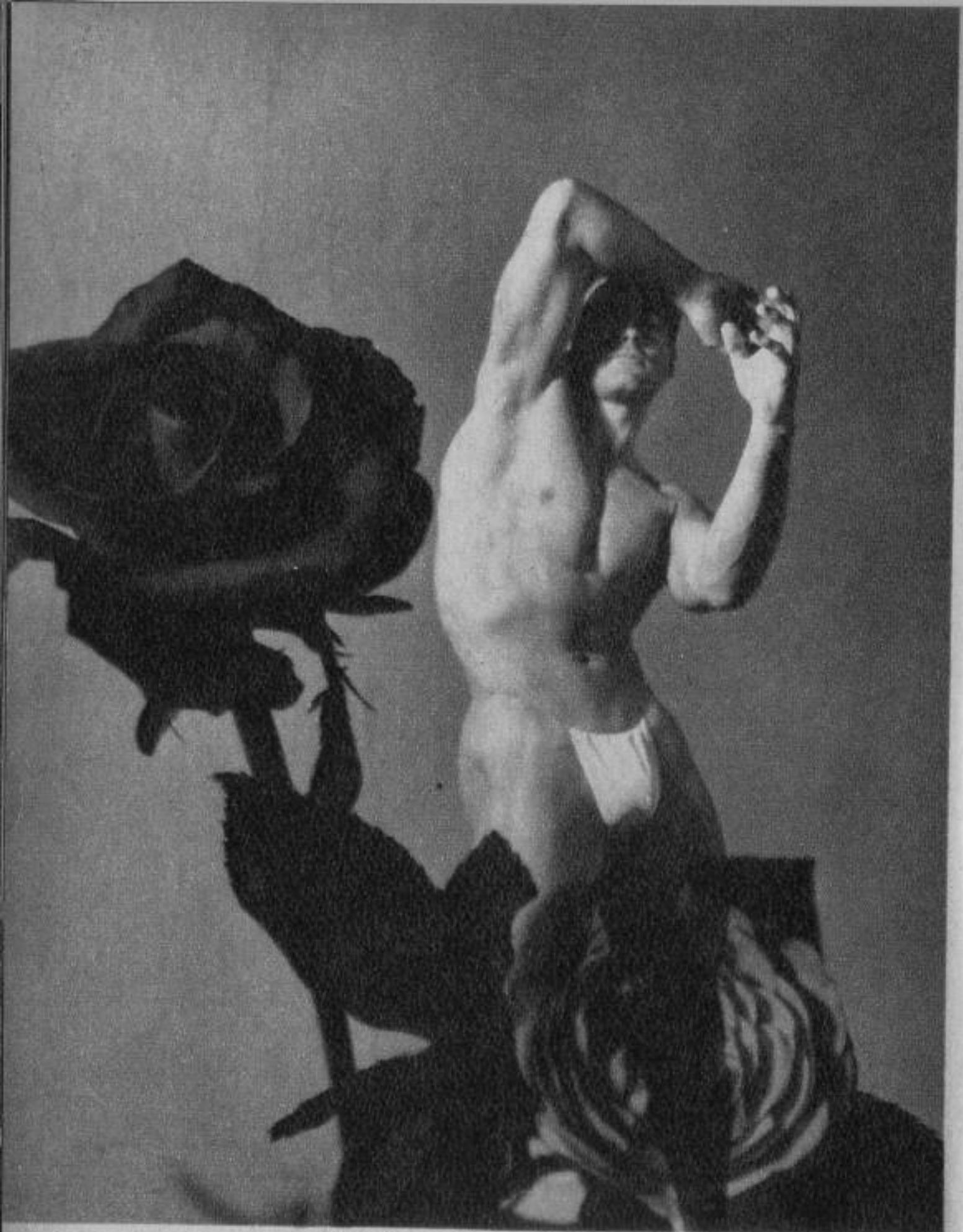
by Vulcan



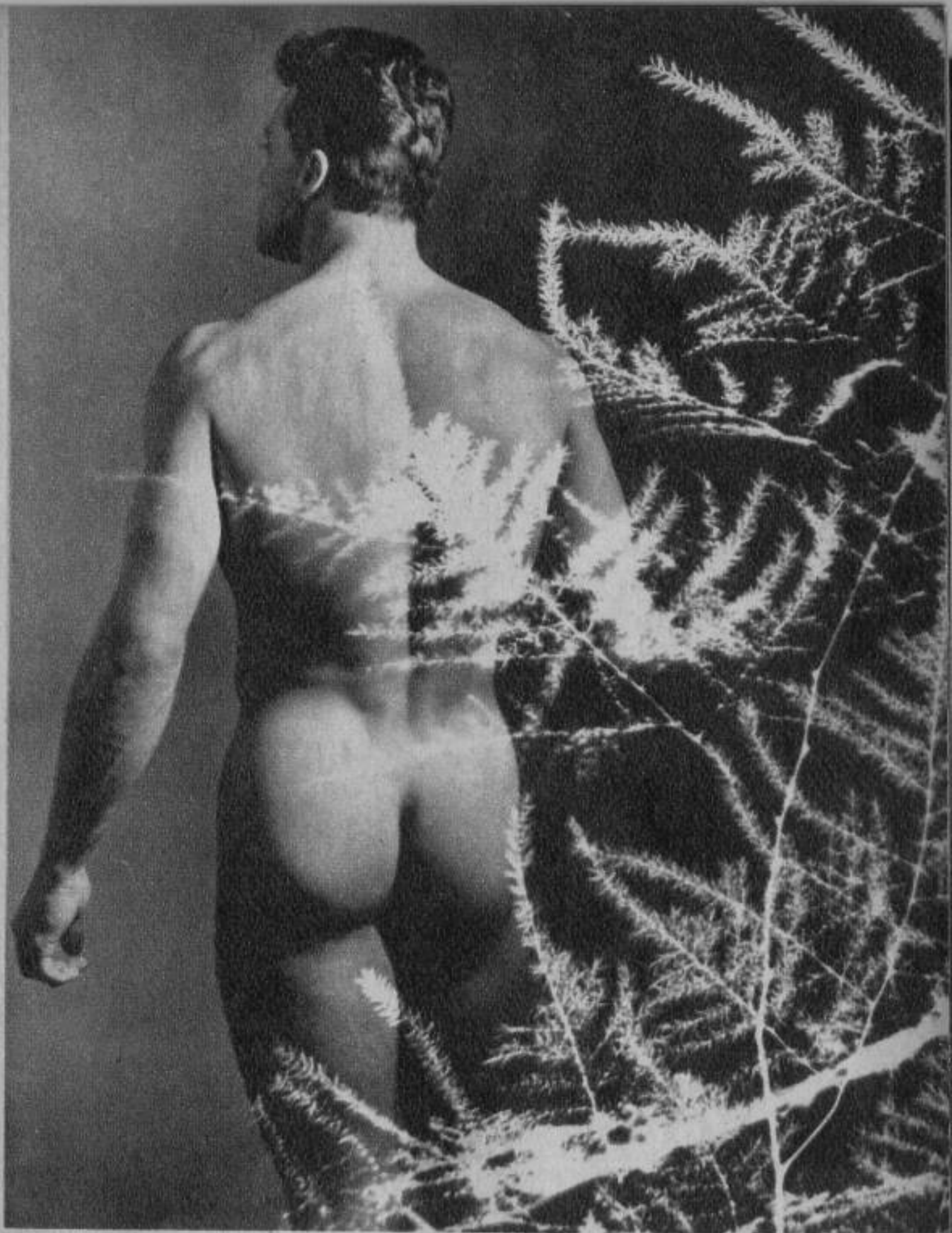
FURY *and Flowers*

THIS being the season immortalized in song as "blossom time" the garden of Vulcan Studio traditionally boasts some of the largest flowers in captivity.

Into this horticultural bower last week strolled one Ed Fury, better known as the "crown prince of bodybuilding." Since Ed has posed with horses, with snakes around his neck, with Hollywood glamour sizzlers, with barbells, and every kind of impedimenta dreamed up by an enterprising photographer, it comes as no surprise to (*Continued on page* 54)



LA VIE EN ROSE



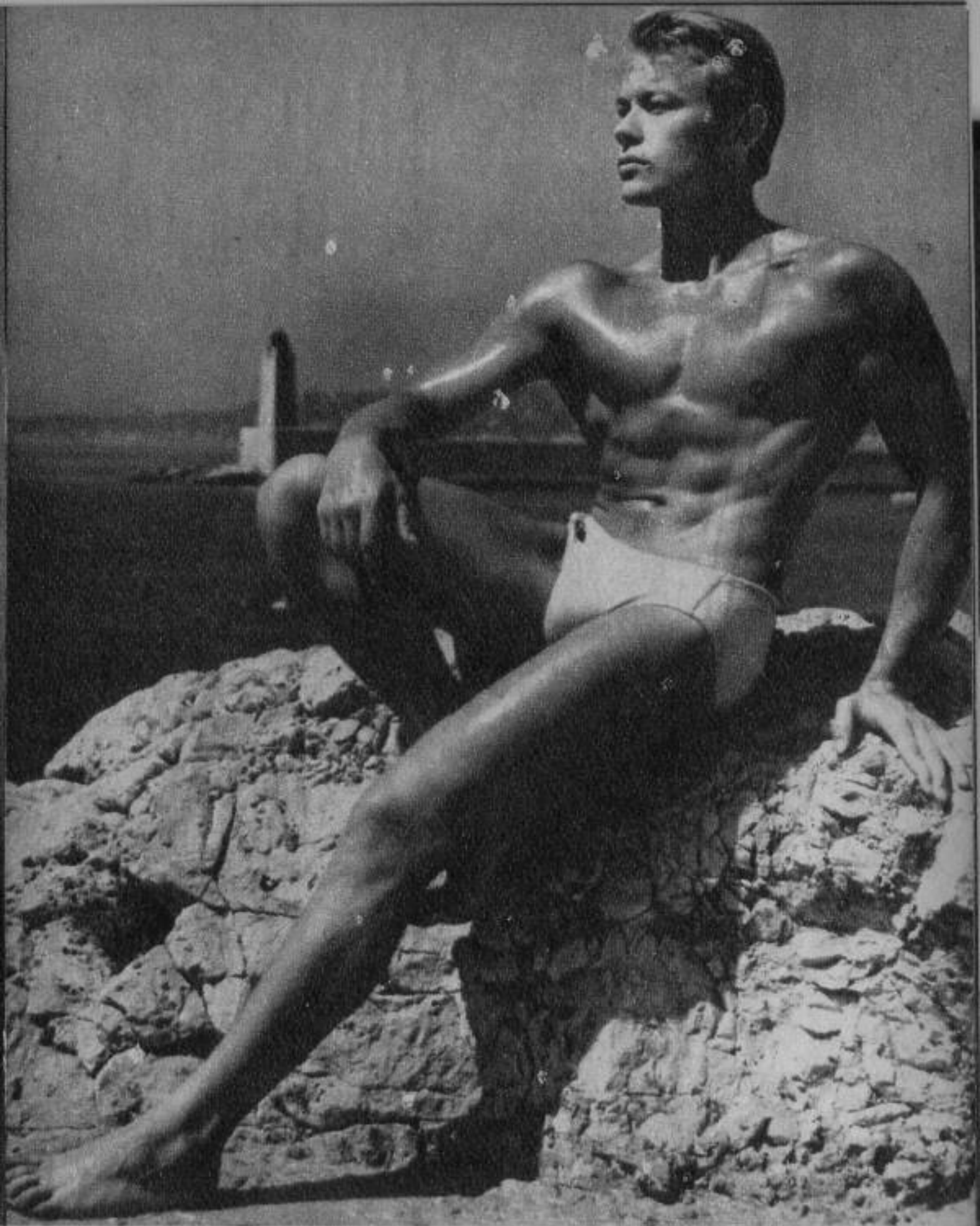
FURY AND FLOWERS

HUBERT LEPAGE
by Arax (Paris)

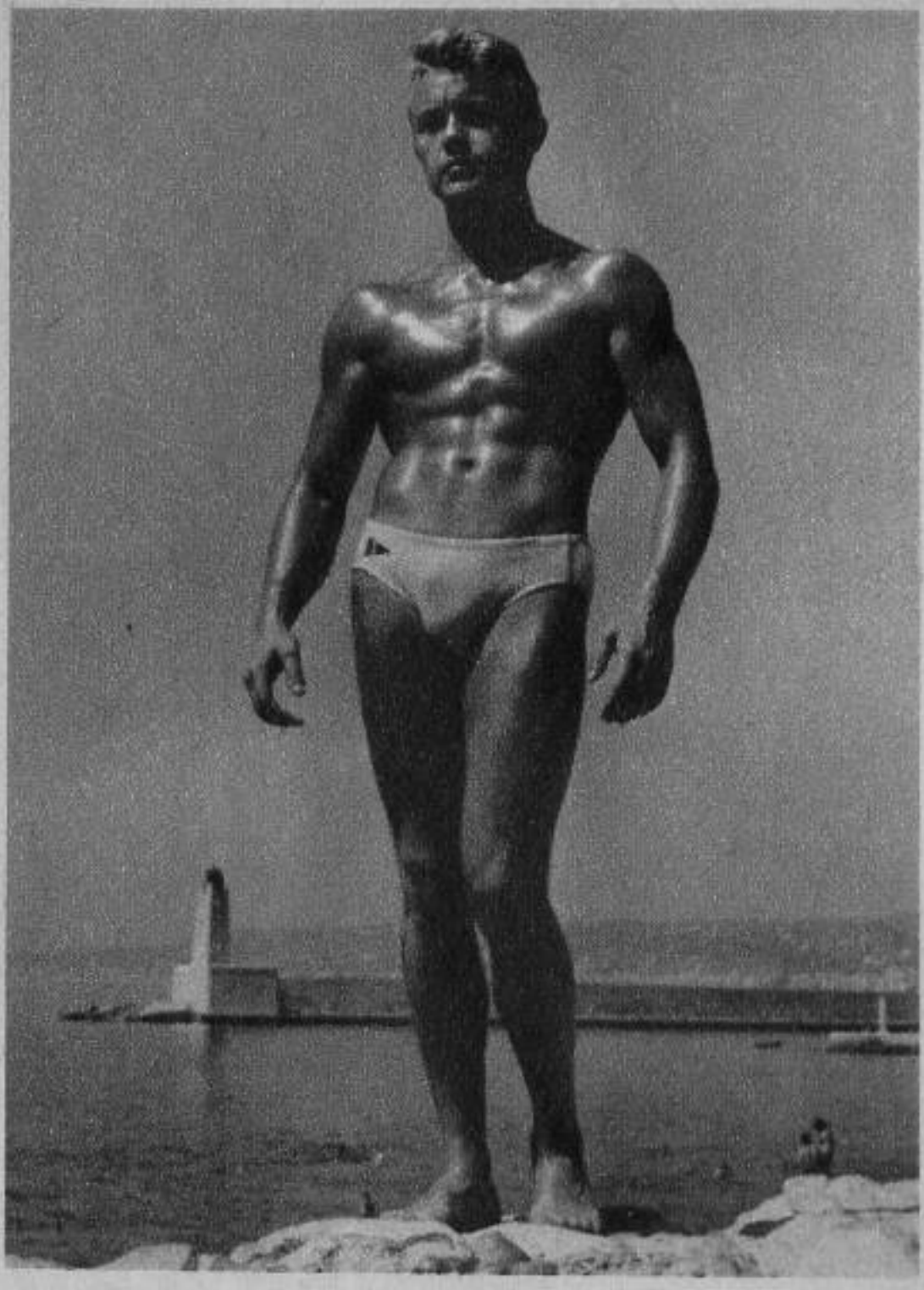
The French Touch

WE had already written our editorial this month (see *The Light Touch*) when whe received some photographs of Hubert Lepage from the Paris *atelier* of M. Gregor Arax. He must have divined our thoughts, for Hubert exemplifies perfectly the views we have on modern bodybuilding.

Hubert Lepage may or may never win a so-called physique contest—standards of physical perfection being ever in a state of flux—but he typifies to a (*Continued on page* 47)

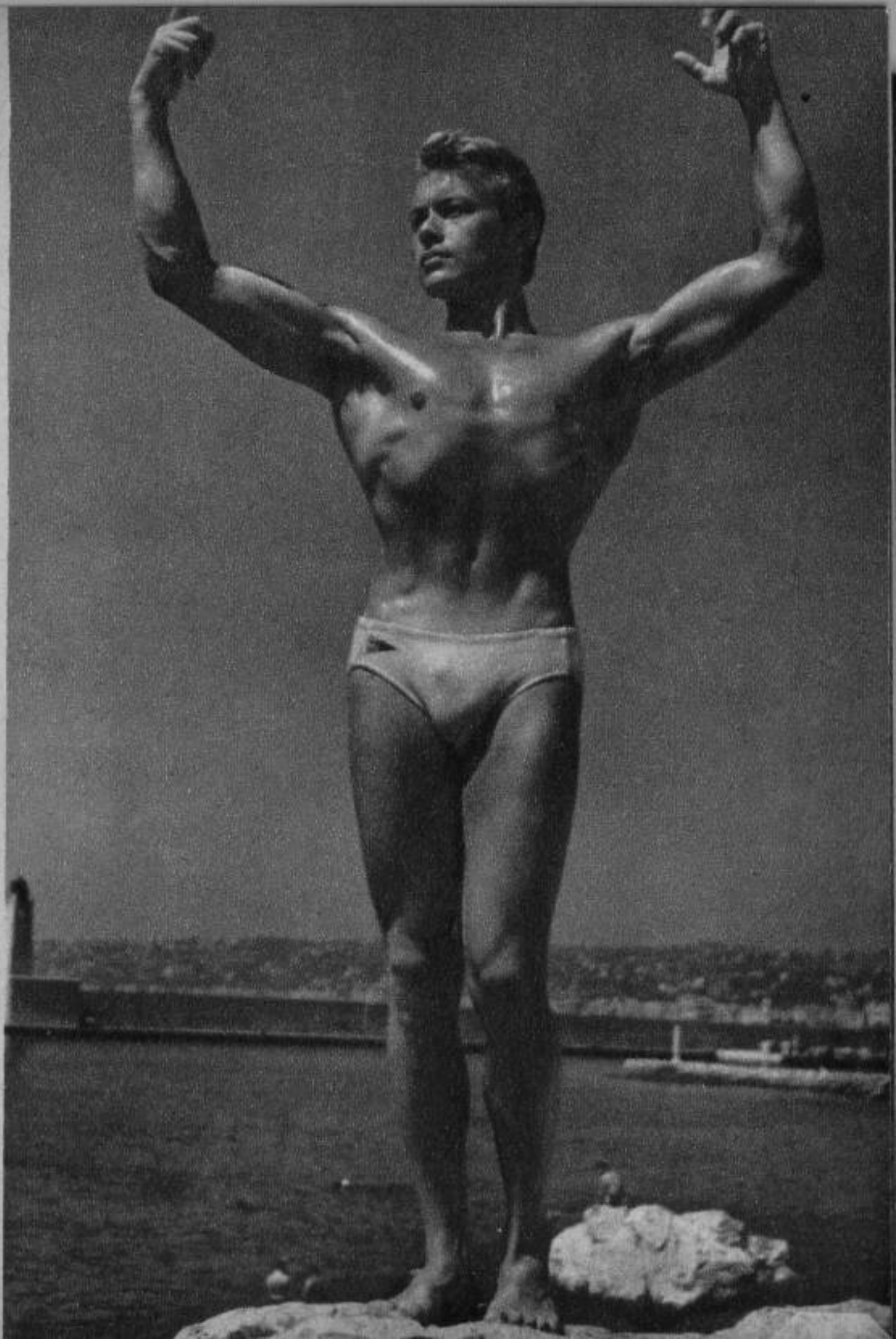


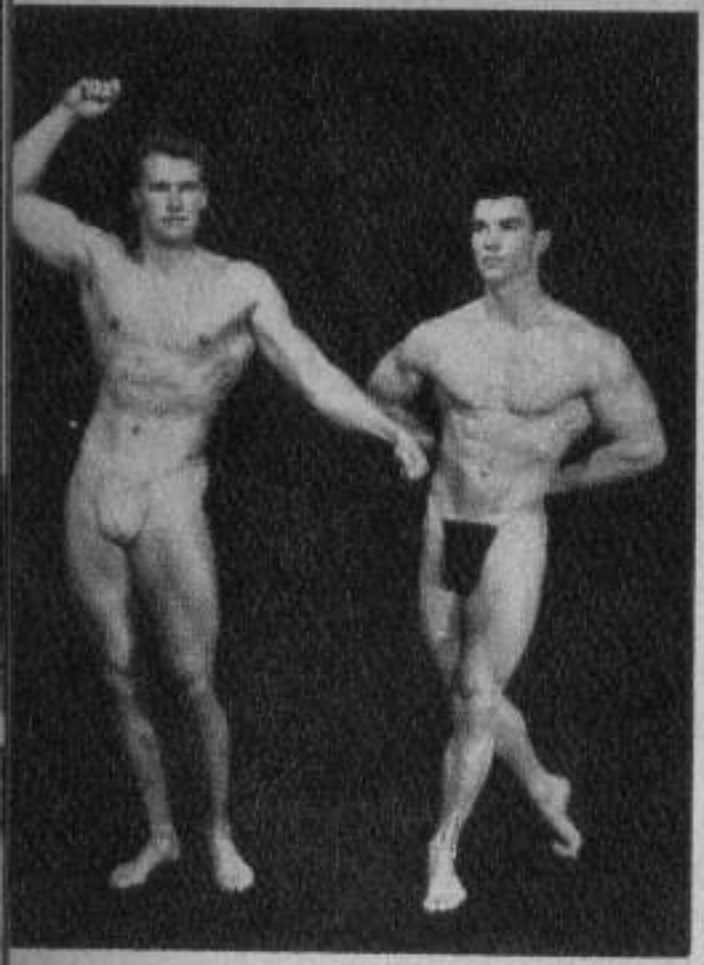
HUBERT SITS ON A ROCK HIGH ABOVE NICE



A STUDY IN NATURAL GRACE

NOTE THE CLEANLY DEFINED SYMMETRY





RICHARD ALAN
AND GLENN BISHOP

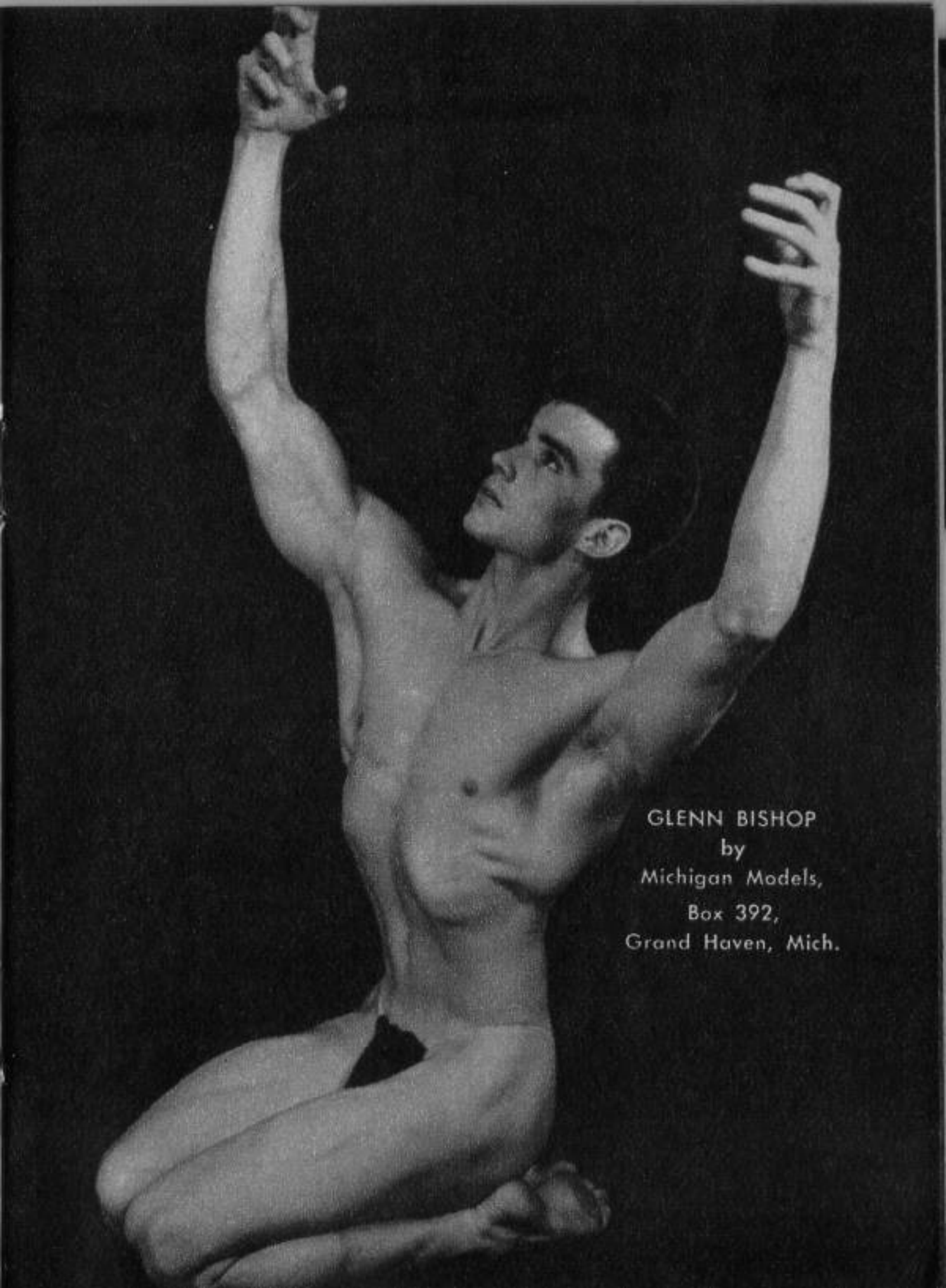
GLENN again!

WHAT would an issue of BODY BEAUTIFUL be without some representation of Glenn Bishop? This month the Bishop fans are in luck for we have just received a package of his newest photographs, and we invite you to share in the unwrapping.

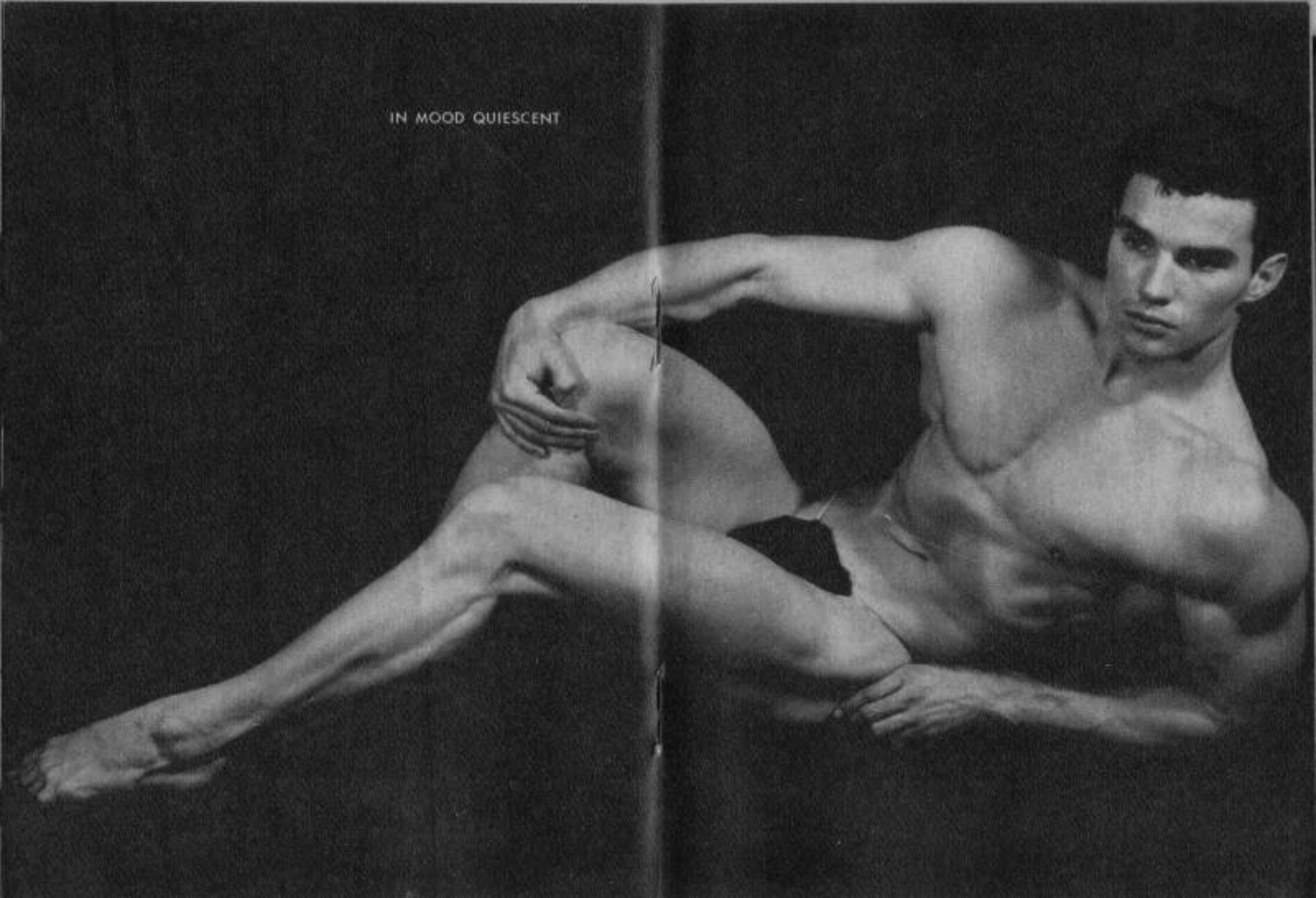
Glenn is many things to many people . . . some of you say he's America's handsomest youth — others call him "Teen-America's Favorite Bodybuilder." But whatever he may or may not be he is responsible for a good half of our fan mail each month.

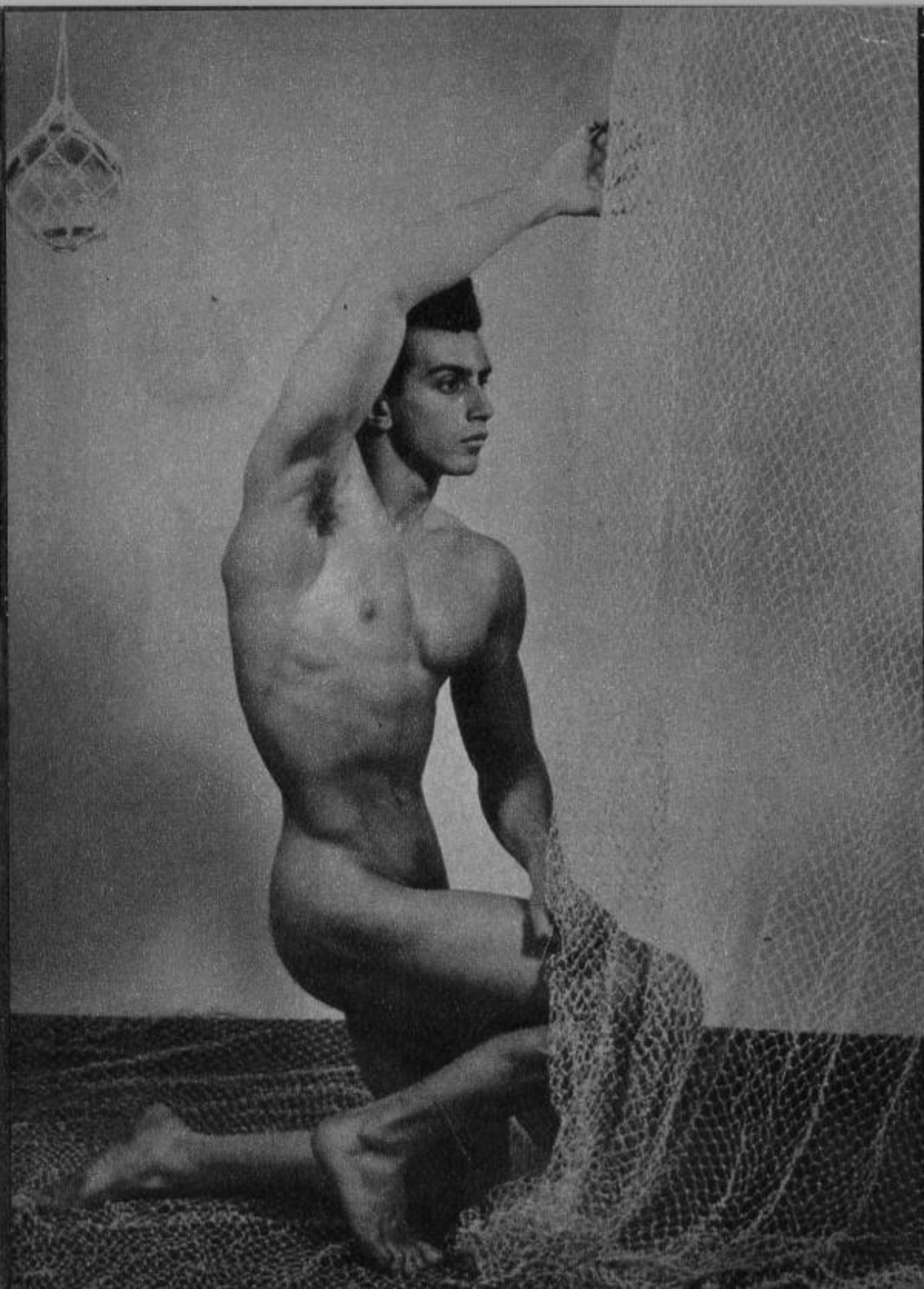
(*Continued on page* 45)

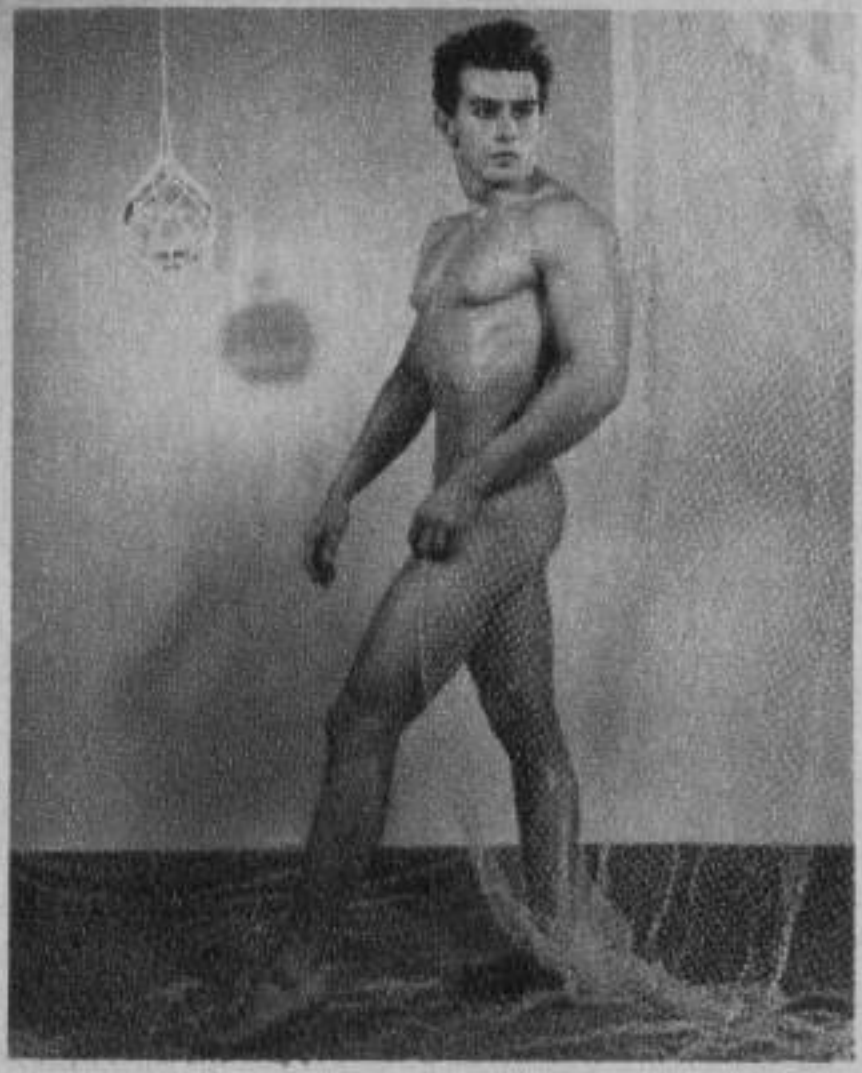
OF SUN AND NATURE


GLENN BISHOP
by
Michigan Models,
Box 392,
Grand Haven, Mich.

IN MOOD QUIESCENT





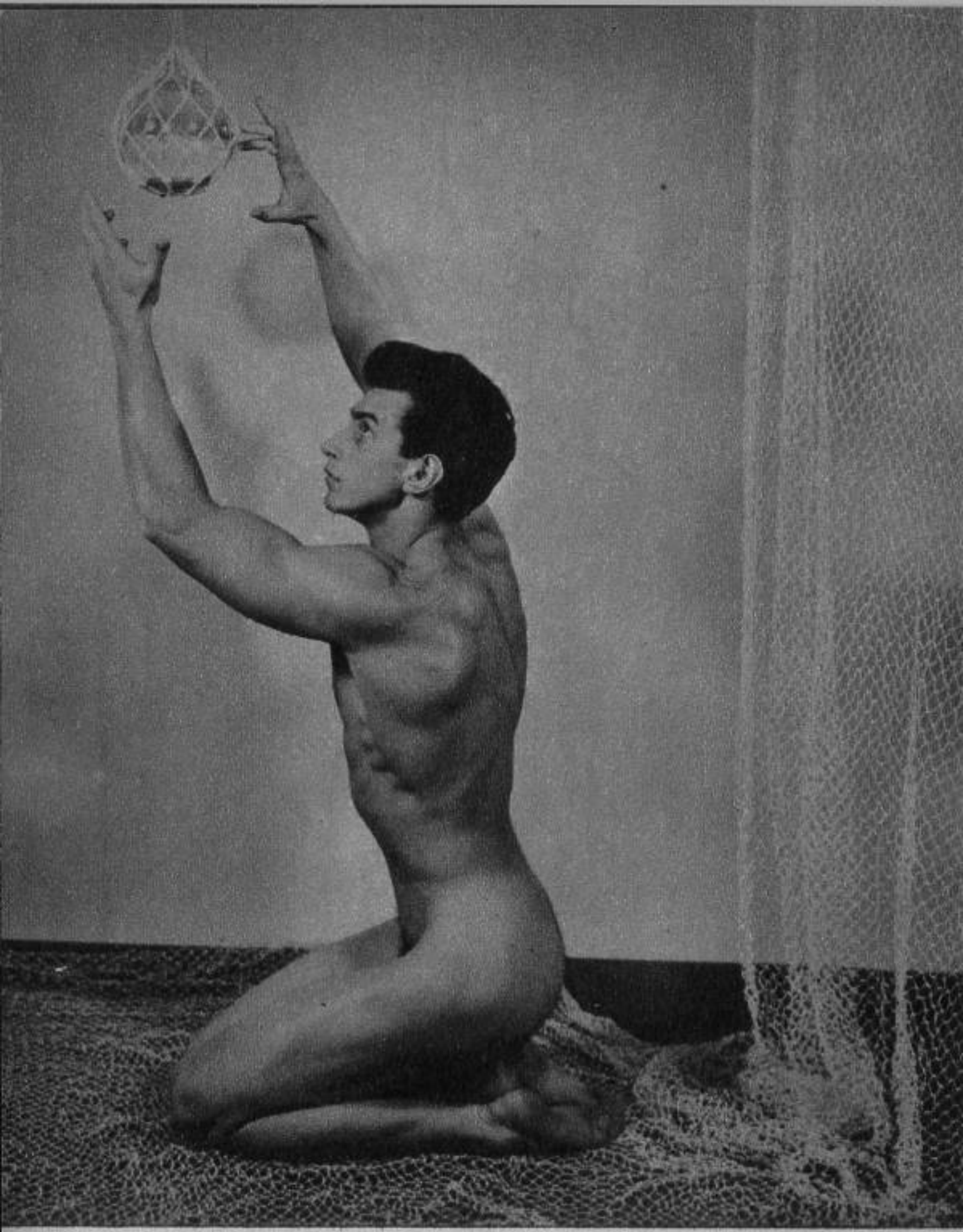


Merman from the Briny Deep

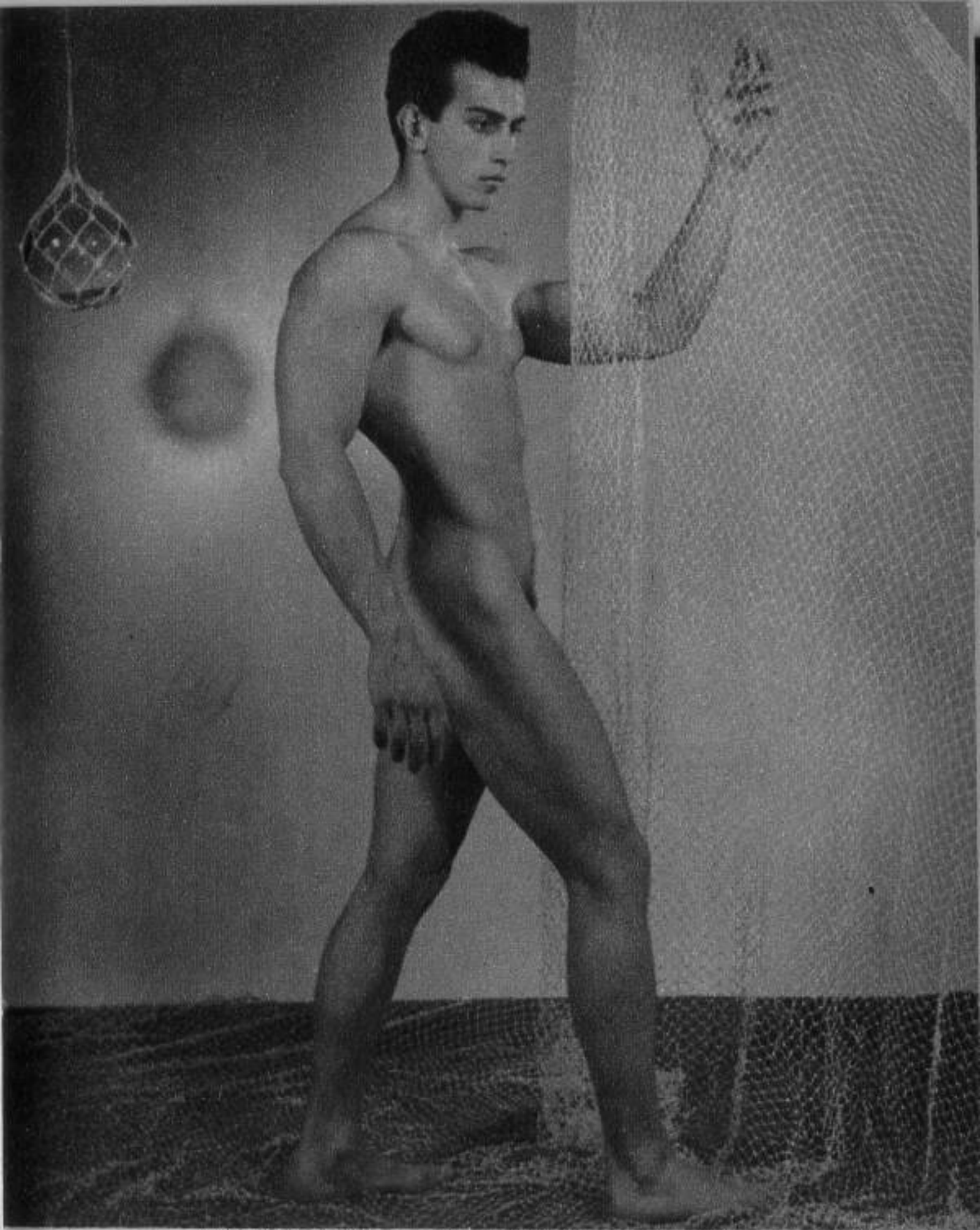
Neptune's Catch

PHYSIQUE magazines are frequently criticized for "gimmick" photography—the critics taking the stand that the prime function of such publications should be the pure display of the body beautiful without the dubious ornamentation of waving palms, lights and shadows, Roman columns or what have you.

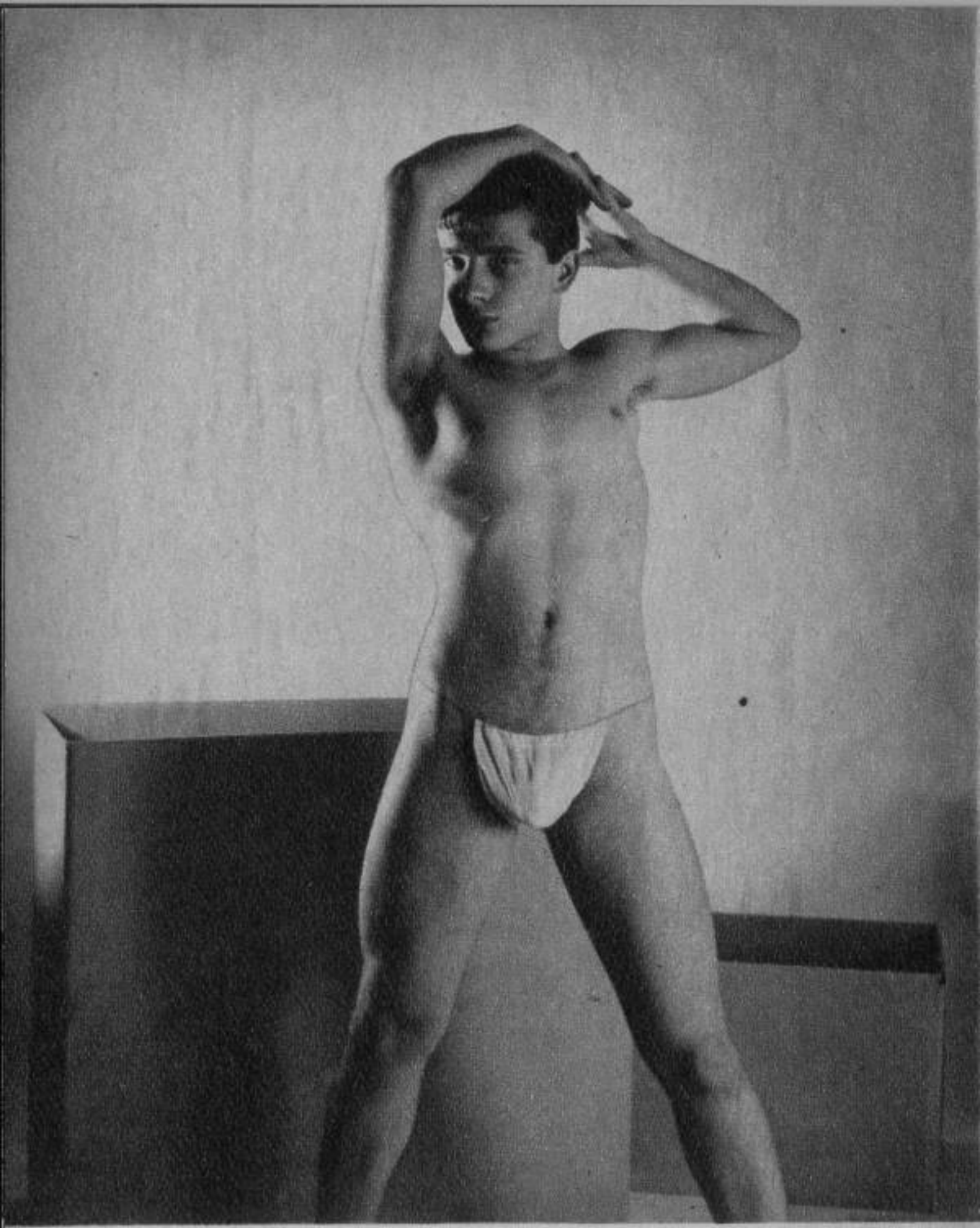
Yet just as frequently the setting in which the model is photographed points up or highlights those same excelling qualities the critic seeks. (*Continued on page* 51)



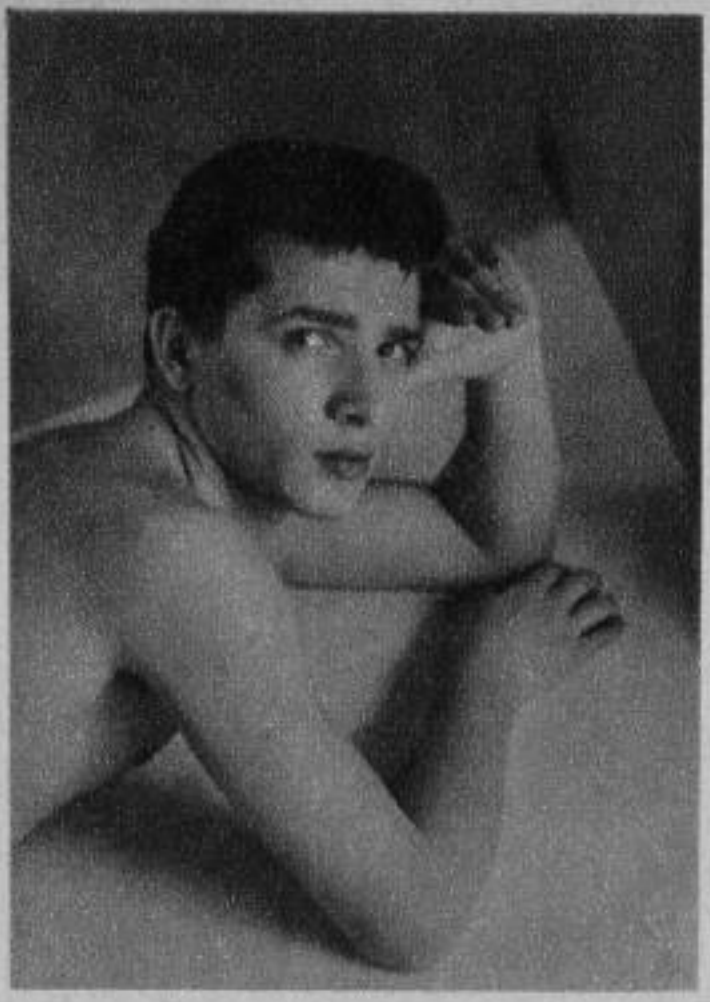
NOTE BOB'S UNUSUAL SERRATUS MUSCLES



MASSIVE—STATUESQUE YET LITHE AND SLENDER



JOHN SERNAS by Vulcan



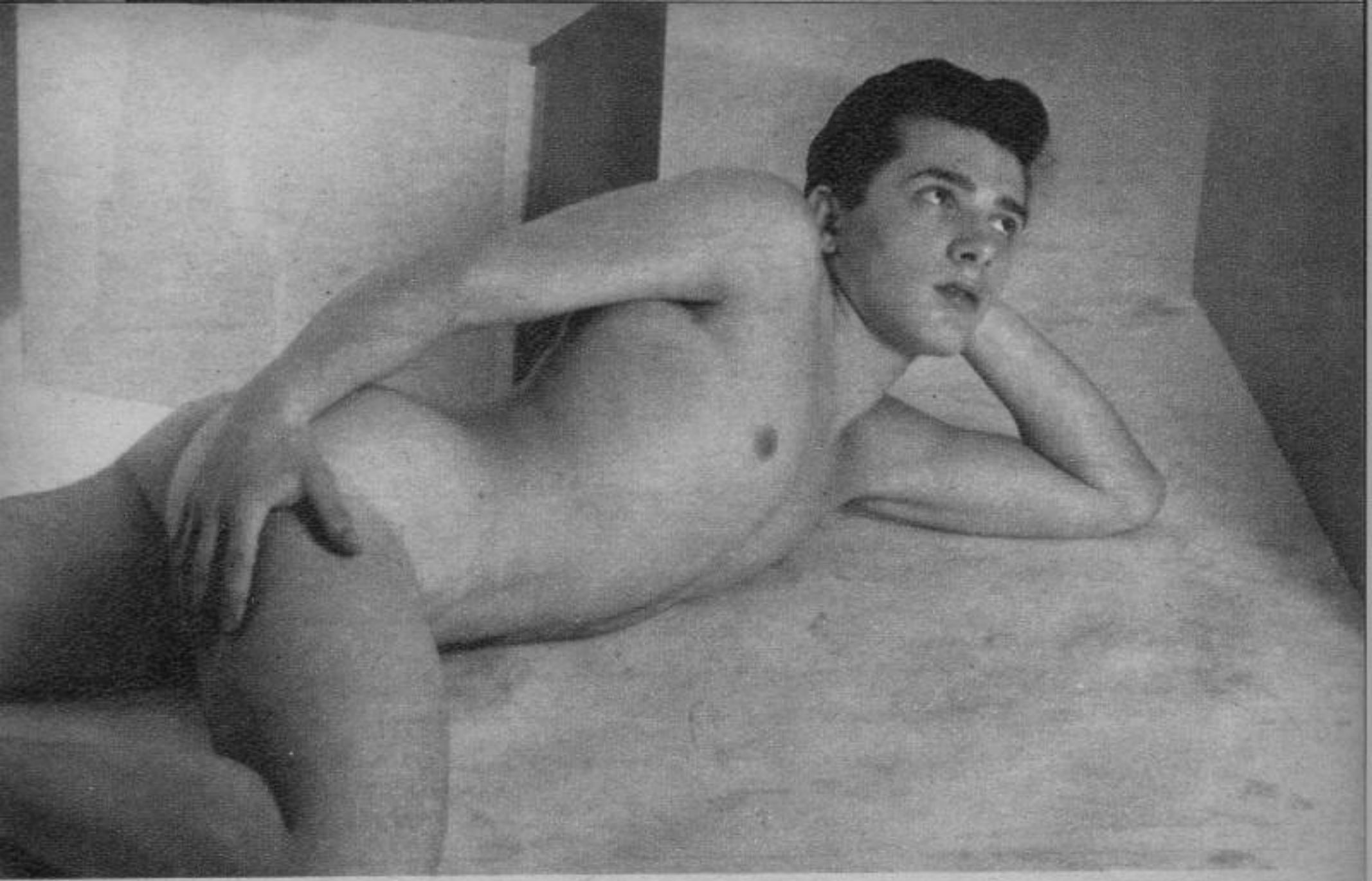
The Sernas Face Strongly Resembles Steve Wengryn's

Moving Day

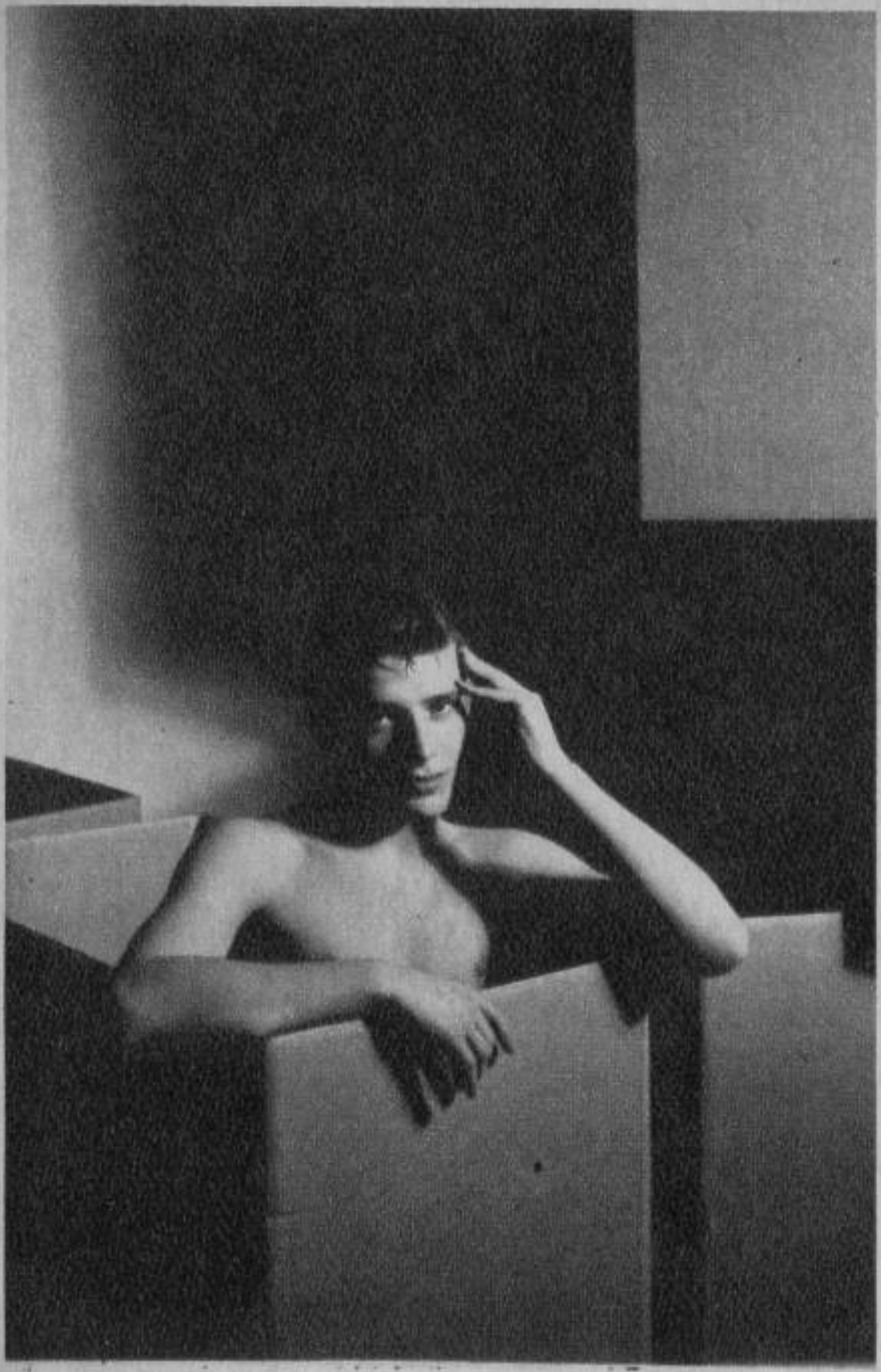
OUR good friend Vulcan has become so successful in the field of physique photography that he is enlarging the scope of his activities. He is taking up residence in Hollywood and his New York studio will be shared with Togoff.

This will give Vulcan an opportunity to organize a kind of talent safari, seeking out and photographing new models, new faces throughout the country, most of whom you will see in either ADONIS or BODY BEAUTIFUL.

We called on Vulcan recently to wish him good luck, but we found him much too busy (*Continued on page* 50)



DESIGNS WITH CARDBOARD

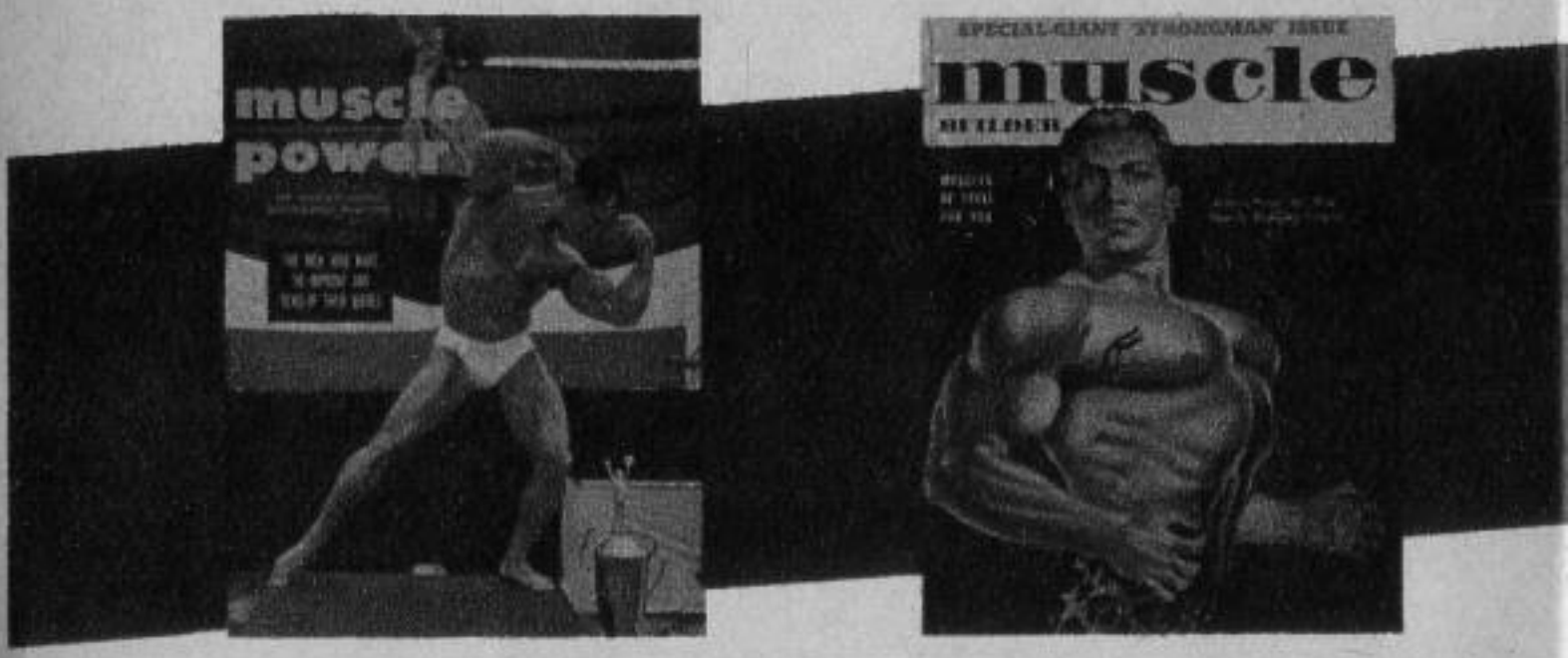


JACK-IN-THE-BOX

Muscles à la Mode

America's Greatest Physique Champions are Your Personal Instructors!
when you read

WORLD'S LEADING BODY BUILDING MAGAZINES



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Glenn Again!

(*Continued from page* 36)

Having passed his twenty-first birthday Glenn can no longer be considered a teenager, but as he grows older he becomes more and more handsome—the onset of maturity has but heightened his extraordinary good looks.

Both Glenn and his friend Richard Alan, shown here, are by way of becoming solid professional men. They are in Chicago where Rich, a graduate of the University of Michigan, is studying to be an osteopathic surgeon, while Glenn is studying chiropractic.

To finance their education these enterprising young bodybuilders formed their own photographic business, Michigan Models, and in addition Rich has written a best-selling book on nutrition while Glenn has done rather handsomely selling the colorful Bikini-type swim suits he designed and which he wears himself.

BODY BEAUTIFUL wishes hearty success to Rich and Glenn and observes that upon graduation their professional services should be a *treat* instead of a *treatment!*

STEVE WENGRYN

by Vulcan

Send $1 for Catalog No. 32 of the exciting, **NEW** Wengryn.

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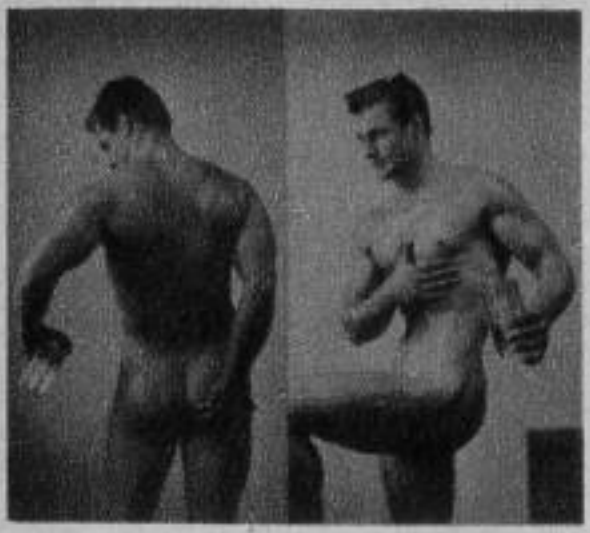

"Oiling Up"

two catalogs of 12 poses each of Norman Hibbert, English model.

Catalogs 40 and 41 at $1. each.

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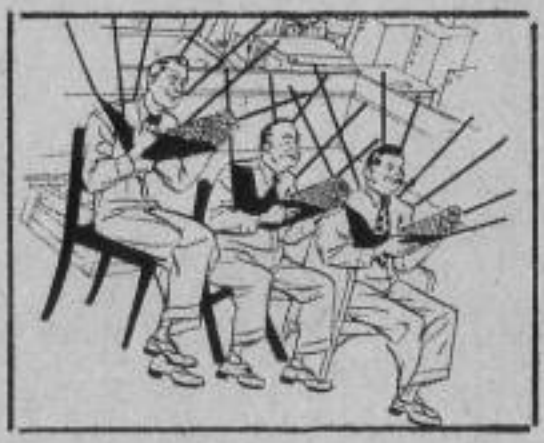
NEW INVENTION MAKES THIS EASY TO OBTAIN



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North Hollywood, Calif.

The French Touch

(*Continued from page* 28)

high degree the physique that most of us are coming to accept as being desirable, the slender, well-muscled torso, the small strongly-muscled waist indicative of superb inner health, and the lithe, versatile legs that make for speed and endurance.

Being very young, Hubert will develop a greater richness of muscle texture, which, when combined with the simple and beautifully-contoured symmetry he now has will make him outstanding in a land where the Latin-type physique is almost a cult.

Blonde, and of a basic structure reminiscent of the famous Robert Duranton, ten years his senior, Hubert Lepage has a wealth of possibilities as yet unrealized. Given time he may well make his country proud of him, and we are proud to be able to show you this handsome young man still in his formative years.

Following in the footsteps of his countrymen he truly exemplifies the French touch . . . the *light* touch.

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12 — 4 x 5 matte prints $ 2.50
12 — 8 x 10 matte prints $10.00

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TEX FRAYSHER

12 4 x 5 photos $3
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Athletic Model Guild

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MEN TO MATCH THE MOUNTAINS

JIM DRINKWARD, shown, and 11 other beautifully built youths in a sriking collection of 12 actual photographs, SERIES 17. Single and dual poses against colorful outdoor and studio backgrounds, printed direct from the original negatives. Facts concerning the models and our complete illustrated catalog included. Fast service!

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4"x5"	$ 2.50	$ 3.00	18c
5½"x7"	5.00	6.00	30c
8"x10"	10.00	14.00	60c

EXTRA! Magnificent 35 mm. full-color transparencies. Series of ten, single and dual, $5.00. Air mail 12c.
Stereo too! Sets of eight, $5.00. Air mail 18c.

Western Photography Guild
Box 2801 Denver 1, Colo.

Divertissement Gresque

(*Continued from page 4*)

nothing more of him. To our delighted surprise last week we received a parcel of photographs from France's leading physique photographer, Arax, in which he included several fine shots of Yves as he is today.

Quel transformation! Quel homme!

Yves Larvor has always worked for the optimal development of his particular type of body structure—no exaggeration — no extras — just pleasingly handsome musculature of matchless symmetry. This, of course, is in the classic tradition of French bodybuilding. He epitomizes the Latin physique as it is idealized in Mediterranean countries. In 1956 he was winner of the tall men's class in the Mr. France contest held in Nice.

But of equal interest is his unusual, even bizarre face, for in studying it one can easily be persuaded that what he is seeing is not a streamlined product of the twentieth century, but a warmly-nostalgic echo of early Grecian times.

RODEO VICTOR

The true hero of our American tradition is the stalwart conqueror of our great West. This new painting by Quaintance, featured on our cover, will make a happy, stimulating decoration for the wall of your den, bar, or play room corral. Handsome, large color print, 11 x 14, suitable for framing, postpaid **$5.00**

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Model for Rodeo Victor. A tall, blonde, dashing and daring son of the West. Catalog of Quaintance Models, including **SKIP** **$1.00**

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Here is a marvelous new book of 16 popular hairstyles illustrated and described in every detail by FRANK, New York's master hairstylist to men.

Show this book to your own barber. Let him perform the easy-to-follow, easy-to-do steps for a perfect hairstyling . . . **just as you want it!**
Price of book $2. If you would like a personal hairstyle analysis from FRANK, send $1 and 4 snapshots of your head (front, back, right and left profile). He will advise you how you can achieve a hairstyle best suited to your facial structure.

Order from
"FRANK"
47 Eighth Avenue
New York, N. Y.

Moving Day

(*Continued from page* 41)

for leavetakings. Even with furniture, cameras, lights, and other photographic paraphernalia stashed around in pasteboard boxes, he still found time to shoot a final model.

The very handsome young man (he bears a striking resemblance to Steve Wengryn) is John Sernas, and in these photographs you will see how Vulcan contrived some very interesting effects as a background for the Sernas physique. By utilizing some of his "moving day" boxes, plus his usual ingenuity with lighting, *voila*, we have some very dramatic poses from this welcome new model.

Those of you who correspond with Vulcan may continue to write him at 125 East 39th Street, New York. We'll give you his California address in the next issue.

The Stardust Trail

Cliff Oettinger of Chicago is represented by Tim Sweeney, more muscular than ever—while from New York we give you another fine shot of Bennie Santiago by Charles Rider.

Vulcan adds to our treasure with two studies, one of John Sweeney (no relation to the aforementioned Tim), and Tony Knight.

Bruce of Los Angeles concludes our visit to the gallery with this inspiring photograph of Lynn Lyman who is surely to be our next Mr. America.

Neptune's Catch

(*Continued from page* 37)

Togof Studios, 125 East 39th Street, in New York invariably contrive some suitable background against which to pose their models . . . in this case it is the suggestion of a marine setting.

The model is young Bob Karan, just recently returned from service in the Army, and now employed at one of New York's famous banks. He is 23 years old, 5′ 10″ tall, weighs a neat 160 and has one of the most symmetrical bodies ever photographed by Togof, who knows a fine physicue when he sees one since he has about 400 specimens to choose from at Abe Goldberg's Gym.

Togof calls this series of Bob *Neptune's Catch* and we are glad to present four representative studies of this interesting group.

WESTERN STARS

BOB ESTELITA
FAMED ARTIST'S MODEL

KURT FREEMAN
CALIFORNIA BODYBUILDER

Selector catalog of each model $1

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SKINNY Gain Up to 50 Pounds OR YOUR MONEY BACK!

Even when other methods fail, Weider Weight Gaining Food Supplements add pounds of bodyweight on the most stubborn cases!

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WHAT I HAVE DONE FOR HIM-- I CAN DO FOR YOU!

Here's Why You Must Gain Weight!

Underweight people stay thin because they lack appetite, usually suffer from secondary anemia, possess low resistance against disease and tire so easily they take no interest in healthful living. Here is how Weider Weight Gaining Food Supplement helps them: 1— the appetite is stimulated. 2— secondary anemia is corrected. 3— resistance against disease is built up. 4— you feel so good you want to exercise and build up your body. NOTE:— We don't just fatten you up. We build you up inside and out, making you stronger, healthier than before.

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No COD's. Small Postage Extra. In Canada, order direct from, Weider Food Supplements, 4466 Colonial Ave., Montreal, Que., Canada.

Rome Is "Built!"

(*Continued from page* 20)

weighs a solid 175. The striking feature of his physique is its very classicism, for Bob has never trained for gigantic bodyweight nor for Herculean measurements.

"His routine is a combination of scientific weight training plus some gymnastics, such as one hand chins. He has sedulously trained for the "long" rather than the "baseball-type" biceps . . . note the length and beauty of his upper arms.

"Considerable stress on abdominal development has rewarded him with dramatically-chiselled separation of the serratus muscles (those saw-tooth muscles at the right and under the pectorals), and a knife-sharp definition of the abdominals and external obliques.

"His well-shaped legs balance a finely proportioned body which admits of the following girths—arms 16½, thighs 24, and calves of 16 inches. He is a master of posing and moves from one pose to another with fluid grace."

These unusually beautiful

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Twelve dual and single poses of Jack DeMarco and Freddy Scarra in catalog 15.

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35-mm color or stereo slides 6 for $3.25
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studies are by Spartan, Box 46905, West Branch, Los Angeles 46, California. He offers a complete catalog of Bob Rome's photographs.

Fury and Flowers

(*Continued from page* 25)

learn that Vulcan easily persuaded him to pose against a background of his prize blossoms.

What is more to the point is that no matter what the setting is, or the occasion, Fury rises to it with *savoir faire*. In these photographs you will find a surprising *new* Fury . . . the softness and beauty of the flowers find an answering sympathy in his own self.

We are especially pleased to discover that what started out as a lark on the part of Fury and Vulcan is so pictorially rewarding. The Fury physique was never handsomer nor more expressive.

Here are three of the most beautiful photographs we have ever come across . . . if you'd like others in this series, write Vulcan Studio, 125 East 39th Street, New York, for the catalog "Fury and Flowers."

1

S-T-R-E-T-C-H

Your Way To A Super Strong Body This Enjoyable Home Gym Way

- **Builds Big Muscles**
- **Improves Health**
- **Creates Vital Energy**
- **Overcomes Inferiority Complex**

This versatile steel cable **home gym set** develops powerful arms, chest, shoulders, waist, back and legs FAST! Trains body in manner endorsed by Mr. America winners and champion athletes, building up rugged, enduring muscularity. Requires only a few minutes a day for full benefit. Instructions tell you how to save time molding a he-man body with exercises you will enjoy. Life-time construction, nothing to break or wear out. Photos below show some of the exciting exercises you can do with this outfit.

Here's What You Get

1. Barbell Attachment for powerful arms, back and legs.
2. Foot stirrups for special arm and shoulder exercises.
3. Skip Rope for speed and endurance.
4. Headstrap for a man-sized neck.
5. Chest Pull for massive arms, chest, shoulders and back. back.
6. Hand Grips for a he-man grip.
7. Wall Pulley Attachment to develop prize-fighter muscles.
8. Rowing Machine Attachment for a wide back and broad shoulders.
9. Illustrated Instructions and FREE Book "How To Fight."

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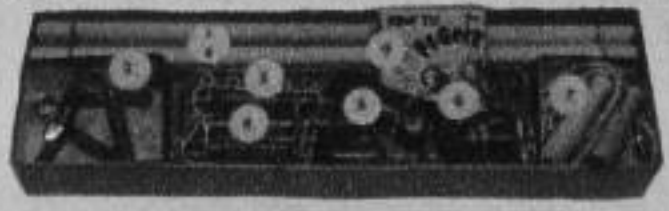

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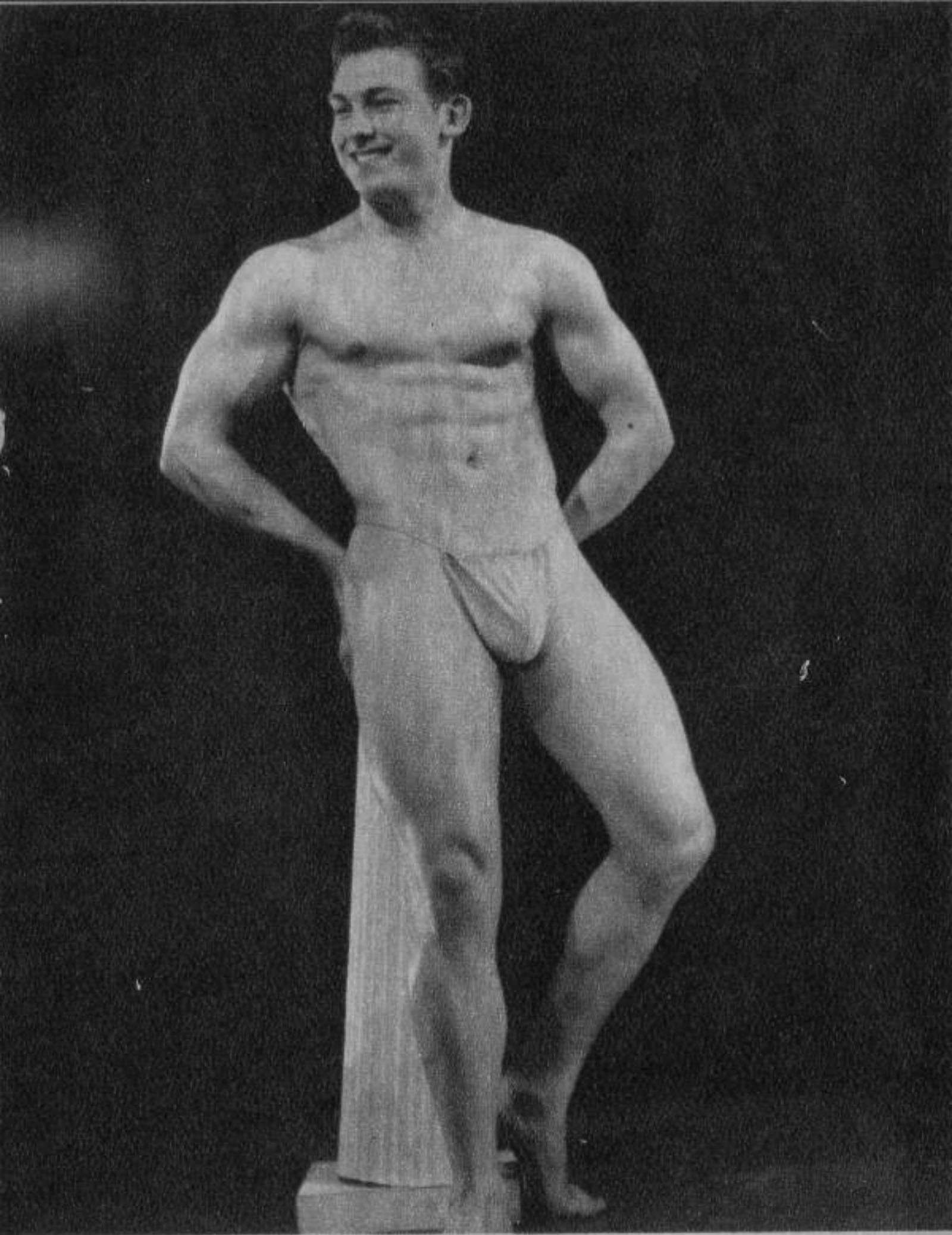

JOHNNY HOLDEN by Domenique (London)

Smiling, handsome British physique star

Keystone Kids

(*Continued from page* 9)

weight-lifting champion, and now here are two more lads who are well on their way toward b e i n g champions themselves.

Bob Hille is a 16 year-old bodybuilder who has been training with Weider methods for just one year. He works out in Erie's fine YMCA, his favorite exercise being half-squats which he performs with 500 pounds! A magnificent body, a handsome face, lighted by a million-dollar s m i l e make these photographs of Bob especially rewarding.

Jeri Ross (no relation to Jerry Ross) is also 16, and at a height of 5'9" weighs 152 pounds of well-distributed muscle. His fine broad chest and back angle down to a tiny waist of only 28, and he excels at posing against such natural backgrounds as we see here.

These are but a few of the many w o n d e r f u l photographs made by Frank Collier, and we expect to show you more of them from issue to issue.

Californians All!

RONNIE JOHNSRUD
CIRCUS GYMNAST AND MODEL

MARK SUTTER
RUGGED BOXER

Selector catalog of each model $1

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San Francisco, California

The Light Touch

(*Continued from page 3*)

gone are the days when the struggle for 19-inch biceps, 26-inch thighs and 52-inch chests was the vogue. Today's bodybuilder seeks the natural, the real, the useful and attainable in his efforts muscle-wise.

In today's enervating existence the need is not for muscles piled upon muscles in overwhelming array, but for a never-failing source of boundless energy, of litheness and quick-responding muscular function to cope with the hundred-and-one emergency situations that daily arise.

The wise bodybuilder will not seek extraordinary extensions of his natural physical framework, no addition of mastodonic pounds beyond his body's best-functioning needs. Rather he aims for the ultimate in sculptured beauty that brings a happy harmony to his entire build with no one body part overdeveloped at the expense or under-emphasis of another. This, of course, is not a new theory . . . 600 years ago Chaucer exhorted "develop the compleat mann."

The important thing to remember about bodybuilding is that you should be guided in your efforts by the legacy that Mother Nature has left you. If she bestowed upon you a tremendous Herculean framework you have not only the right but the duty to develop those gifts to the fullest . . . to seek to minimize them is to deprive yourself of much of the nobility of a well-constructed physique that could and should be an inspiration to all who know you.

If you possess a smaller bone structure, thrice blessed art thou! For every exercise you perform will bring out more and more clearly-defined symmetry, a pleasing density of musculature, and above all a speed and staying-power that will serve you well all the days of your life.

Be reasonable in your bodybuilding, make every exercise a joy to do and see that each movement exerts a profitable effect. You will be rewarded with a body of which you can be proud to own and proud to display . . .

LOSE WEIGHT FAST!

15 Million Fat People Face Early Death

DOCTORS WARN: — Cancer, heart disease, diabetes and other dread diseases attack fat people more often than those of normal weight. Protect your life, your health, good looks! Follow the Weider 3 Way Reducing Plan NOW!

Before

After

Before

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JERRY MURRAY At 28, Jerry Murray was too fat, suffered from indigestion, shortness of breath. He followed the Weider 3 Way Reducing Plan and LOST 56 pounds, 10" from his waist.

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GUARANTEE: — Weider 3 Way Reducing Plan must help you lose dangerous overweight quickly and safely without harmful drugs, inconvenience or weakening diet — OR YOUR MONEY BACK!

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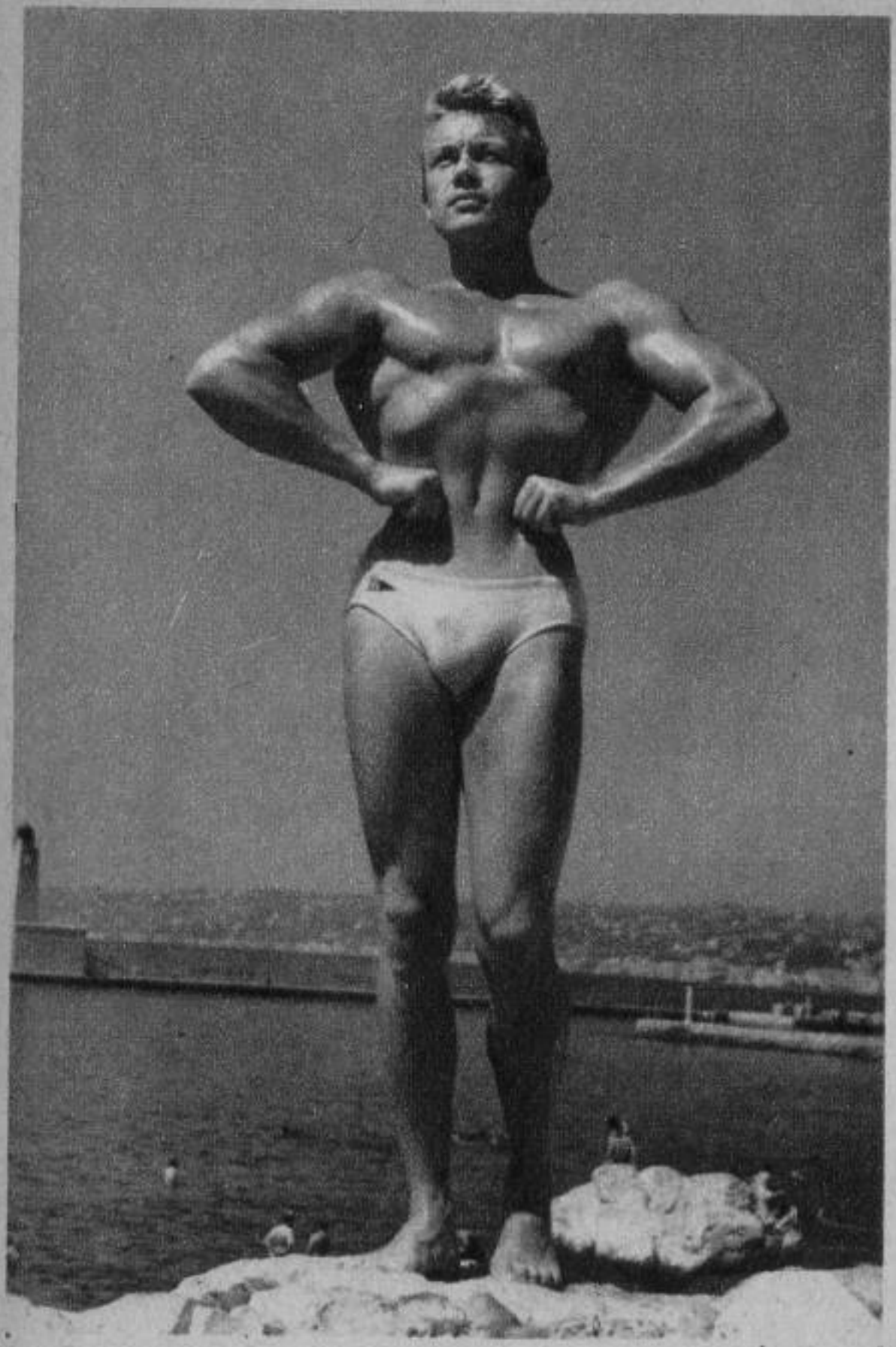
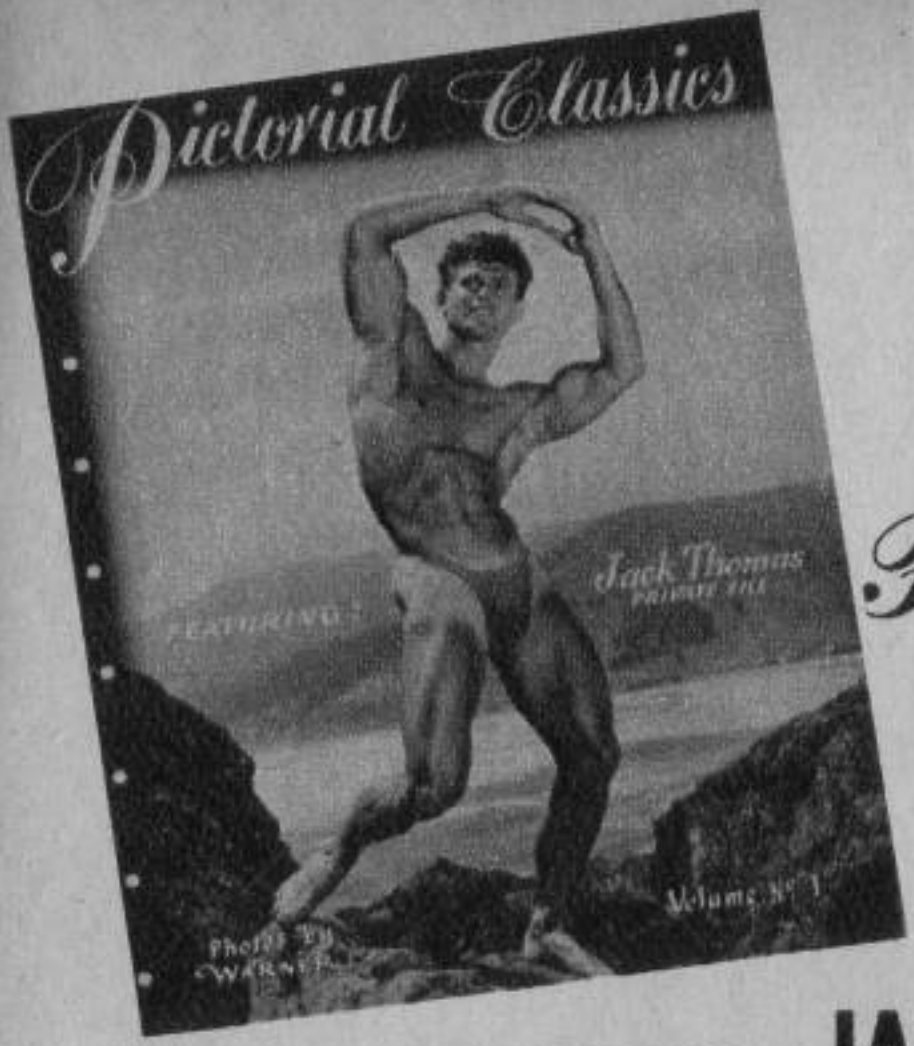


HUBERT LEPAGE by Arax (Paris)

Hubert's one of Paris' youngest bodybuilders



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PRESENTS

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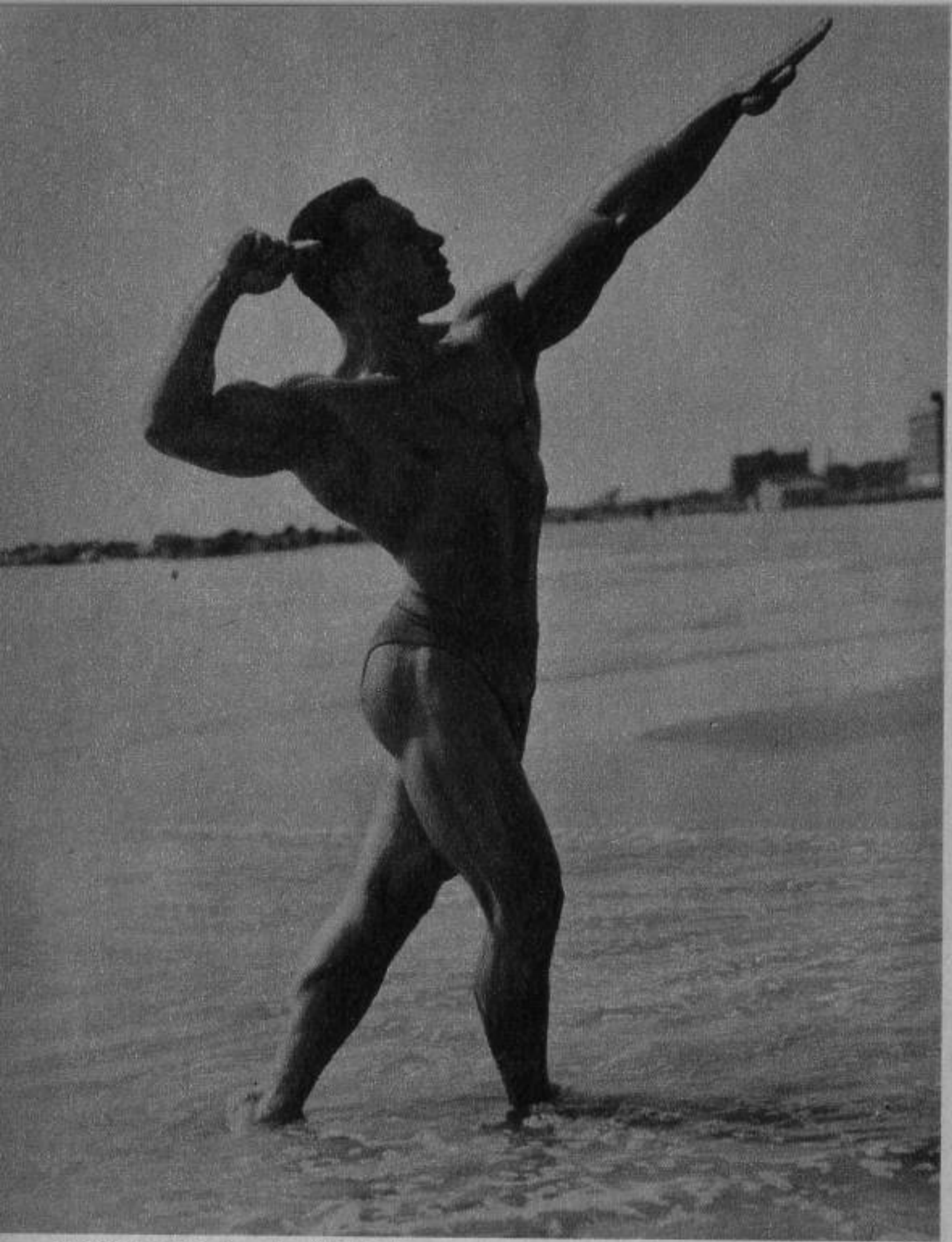

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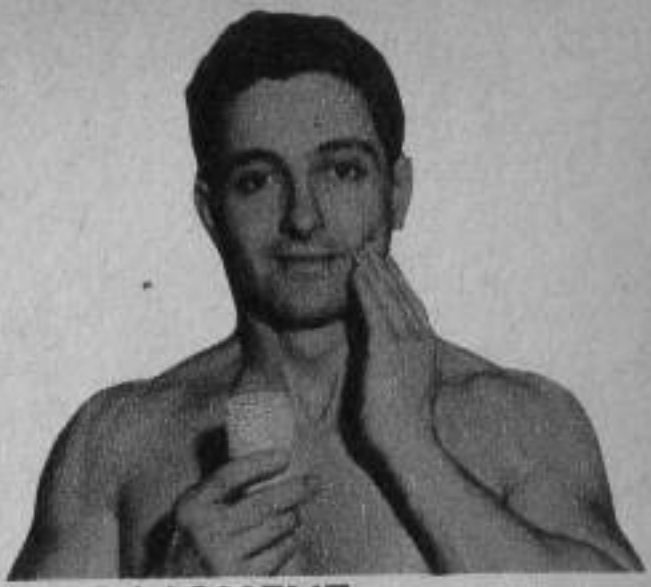

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Don't suffer the embarrassment of a blotchy, erupting skin another day! An offensive complexion ruins your chances for social fun, business advancement;—makes you feel inferior, nervous, emotionally upset. Now, all this humiliation can be avoided. You can clear up skin imperfections, improve your looks, rid yourself of ugly blemishes once and for all if you send for a Weider Clearskin Kit today. Don't worry if you have failed before—this product is new, exclusive GUARANTEED to work or your money back!

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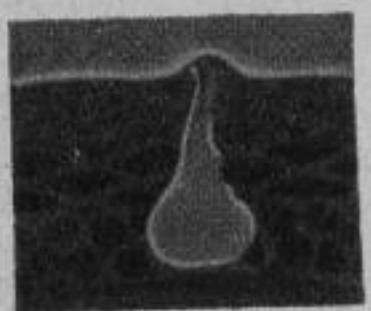

1 Medically pure lubricants soften surface dirt and crusty scales.

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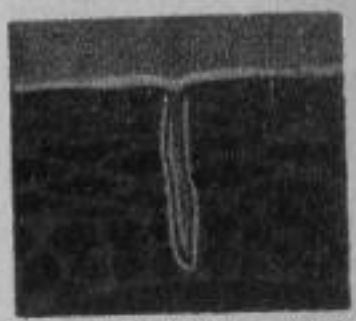

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You receive a bottle of liquid preparation to apply before retiring and a jar of skin-colored salve to wear all day which hides imperfections while medications soothe blotchy skin. This 'round the clock' treatment results in such dramatic improvement that you must see a big difference in 10 days or your money back!

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AMAZING Weider Formula #7 is specially prepared for all men . . .

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WHY IT WORKS

Weider Formula #7, penetrates deep beneath the surface of the scalp, dissolving dirt and other obstructions from hair shaft, permitting healthy hair to grow. Works on the principle that you can't thread a needle with a clogged eye and you can't grow hair with a clogged scalp.

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Have barber examine hair and scalp before using preparation. 2 weeks later have him examine again. If hair and scalp isn't 100% healthier, cleaner and better groomed, your money back! **We can't fail!** Each bottle of Formula #7 is specifically compounded in our laboratories to help your personal scalp condition; dry, oily or natural. You also receive **FREE** booklet on daily care of hair for extra benefits.

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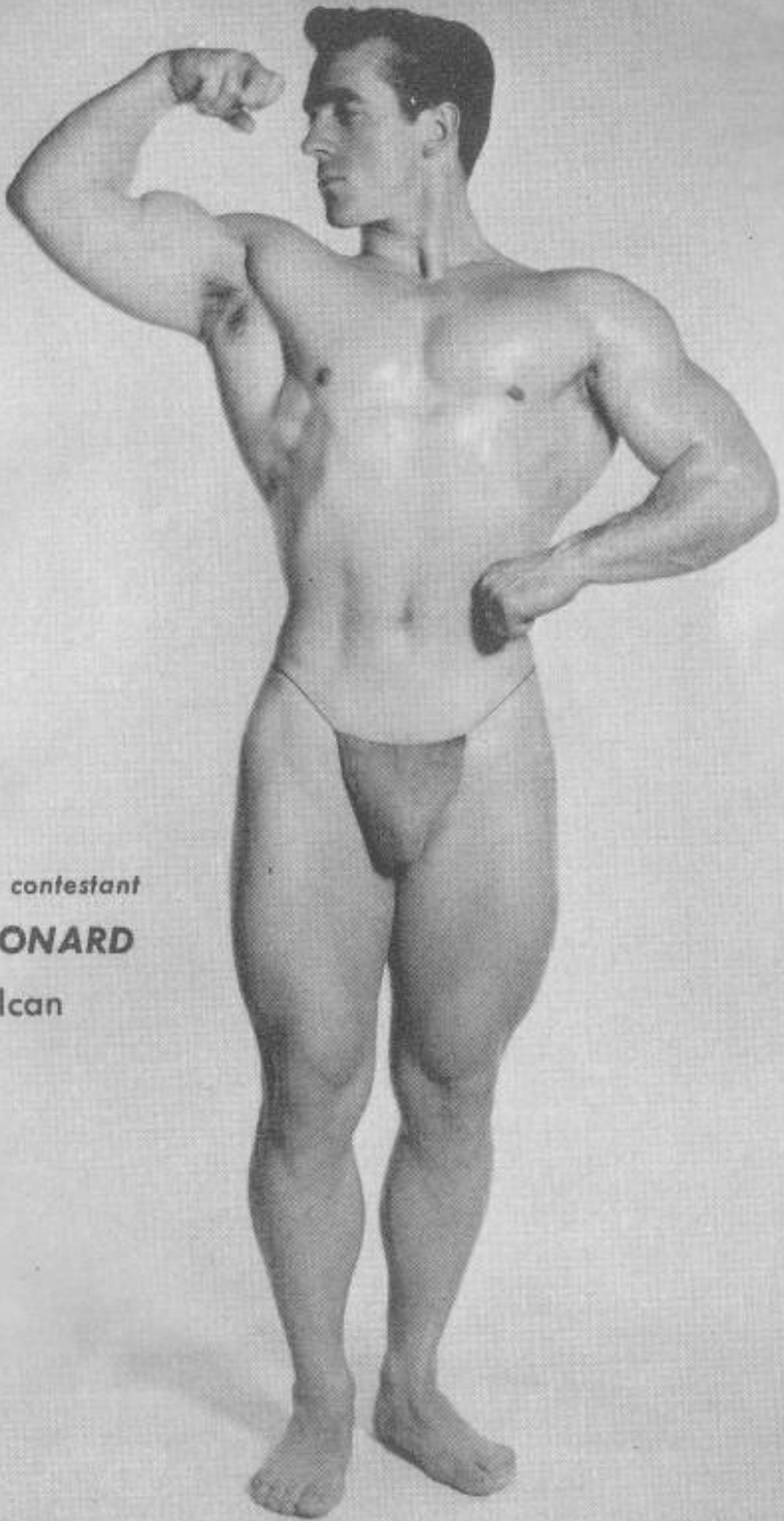
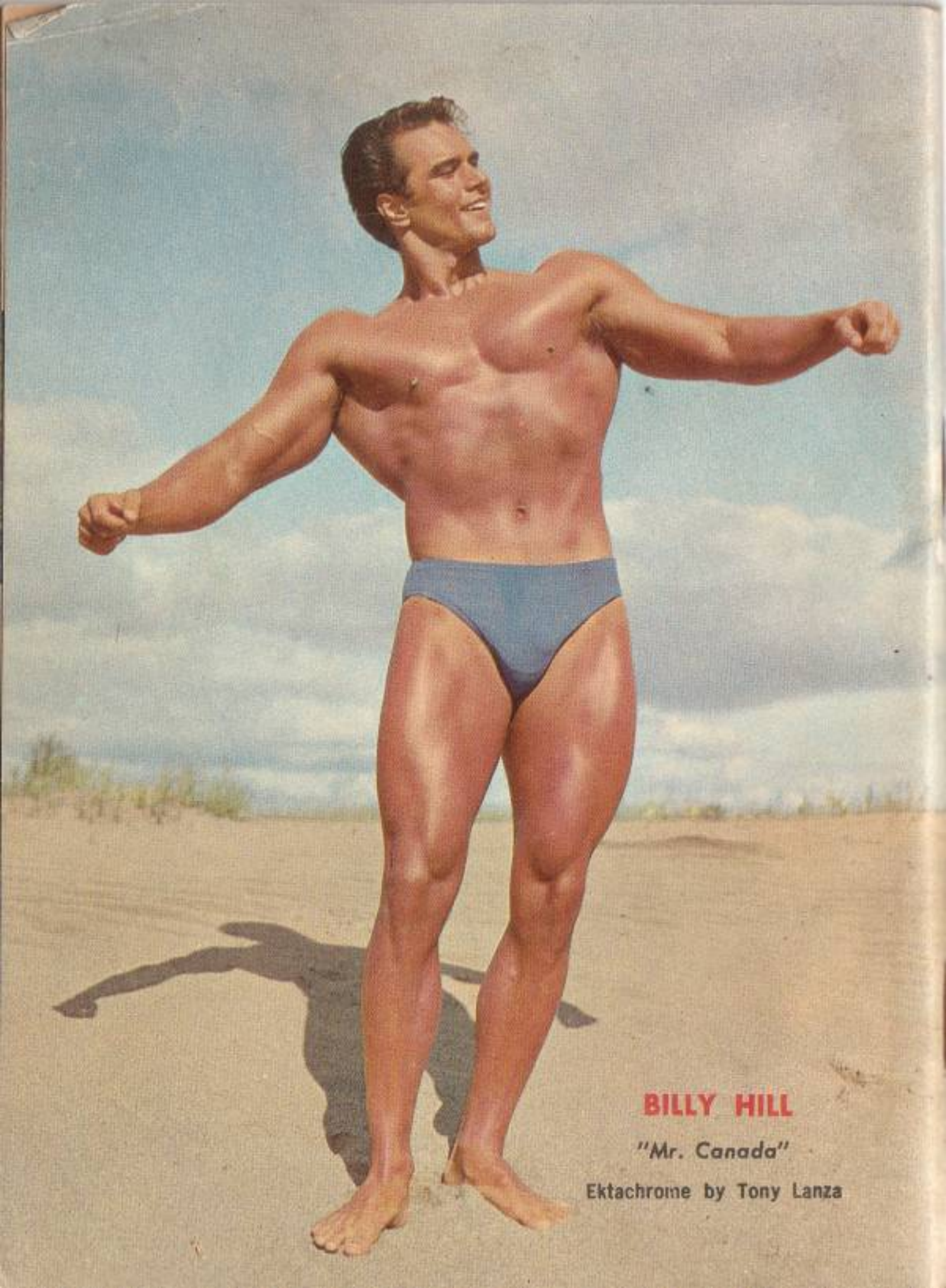


Mr. Universe contestant

JOHN LEONARD

by Vulcan



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